

Mid-South Fairgrounds Redevelopment Study Memphis, TN



Final Report – January 9, 2006 Fairgrounds Redevelopment Committee

Prepared for the Mid-South Fairgrounds Re-use Sub-Committee of the Sports, Entertainment and Recreation Venue Review Committee.

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Executive Summary

In early 2005 Memphis Mayor Willie Herenton III and Shelby County Mayor A.C. Wharton appointed the Mid-South Fairgrounds Redevelopment Sub-Committee to study the future use of the Mid-South Fairgrounds site in Midtown Memphis. The Fairgrounds Committee hired Looney Ricks Kiss Architects to study potential land uses and make suggestions, which the Committee could then recommend to the Mayors, City Council and the County Commission for action. This report documents the process and outcome of that study.

The Mid-South Fairgrounds, approximately 168 acres located between East Parkway and Hollywood Avenue, Central Avenue and Southern Avenue, have been used for various public and private activities since the City purchased the land in 1897 for the Montgomery Park horse track. The Tri-State Fair (now the Mid-South Fair) has been an annual event there since 1912, with numerous other public activities throughout the years. Current users include the Fair, Libertyland, Mid-South Coliseum, the Liberty Bowl stadium, the Children's Museum of Memphis and Fairview Junior High School.

The design team actively solicited (and received unsolicited) input from the general public, existing on-site users, potential users, and neighbors regarding possible improvements to the grounds. Six public design work sessions and meetings were held to engage the public, while other meetings were held with individual stakeholders. The ideas presented were numerous and varied widely, from suggesting marginal improvements to wholesale redevelopment. It was soon discovered that if all interested parties were to be accommodated on-site, the Fairgrounds would need to be several times larger than it is today. The design team studied many possible combinations of land uses, and possible phasing of development.

On November 3rd, 2005, the committee was presented the draft report and voted to adopt the master guiding principles and Scenario 5 as the highest and best use scenario. In late 2005, it is expected that the committee shall forward those recommendations to the Mayors, City Council and the County Council for consideration.

The next steps toward redevelopment should include the evaluation of existing on-site uses, evaluation of new proposed uses and the initiation of master planning of the site. Also, based upon the recommendations given, an entity should be charged with the long-term responsibility for the site. Realizing the potential for the fairgrounds site over the long term will be difficult and politically charged at times, but it is the hope that this report will aid in the framing of public debate and help guide decision making concerning the fate of the site and the community served by it.

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1.0 Introduction

Periodically, it is within the responsibilities of every City to evaluate the current uses of each of its publicly owned properties to determine if those uses are the highest and best possible, and if city services are located in the most appropriate locations, adjusting them if needed. The Mid-South Fairgrounds is one such property that has come under consideration, especially with the opening of the FedEx Forum which brought into question the need of the Pyramid in Downtown, and the Mid-South Coliseum at the Fairgrounds, both of which are subject to non-compete restrictions by the Memphis Grizzlies NBA franchise. A publicly-appointed committee was formed to study the most appropriate use of both the Pyramid and the Fairgrounds, with the Fairgrounds Sub-Committee chaired by Cato Johnson with vice-chair Martin Edwards.

The Fairgrounds property has suffered slow deterioration from decreased maintenance. The Coliseum is no longer host to the University of Memphis basketball team, the Mid-South Fair has suffered declining attendance in the last several years, and the operators of Libertyland amusement park have chosen to close the park due to continued operating losses. Much of the property is empty or underutilized except during several peak events over the course of the year.

Looney Ricks Kiss, Architects, a Memphis-based planning, urban design and architecture firm, was asked to evaluate the Fairgrounds from several aspects, and identify opportunities to better utilize or improve the site and the uses that are present there. With the participation of the community, government and business leaders (see Appendix B), LRK conducted a public process which investigated potential future uses for each portion of the property. The results of this process are documented here, showing the potential for improvement of the existing uses on-site, as well as the potential for new uses that could bring new vitality and activity to this community asset.

2.0 Process



Community residents review the design drawings in progress.

Looney Ricks Kiss conducted a study of the Mid-South Fairgrounds by following a process of discovery, testing ideas, soliciting feedback, and documenting possibilities. Periodically throughout the process, the team actively engaged the public and stakeholders.

The first step was to conduct a detailed site analysis to study the site. The site analysis involved visiting the site and environs, researching historic information, photography, interviews, and discussions with the Committee members involved in the study.

A design workshop was held at the Children's Museum of Memphis to interactively study the site and obtain feedback. The design team met with the Committee, existing on-site users, public agencies, community development groups and neighborhood residents. Each of the meetings were designed to obtain input and test ideas, determining what each of the groups liked and disliked about the site. During the workshop the design team created a series of concept diagrams (see Appendix D) that ranged from minimal change to maximum impact. At the conclusion of the workshop an open house was held to invite all parties back to review the concepts and seek additional feedback.

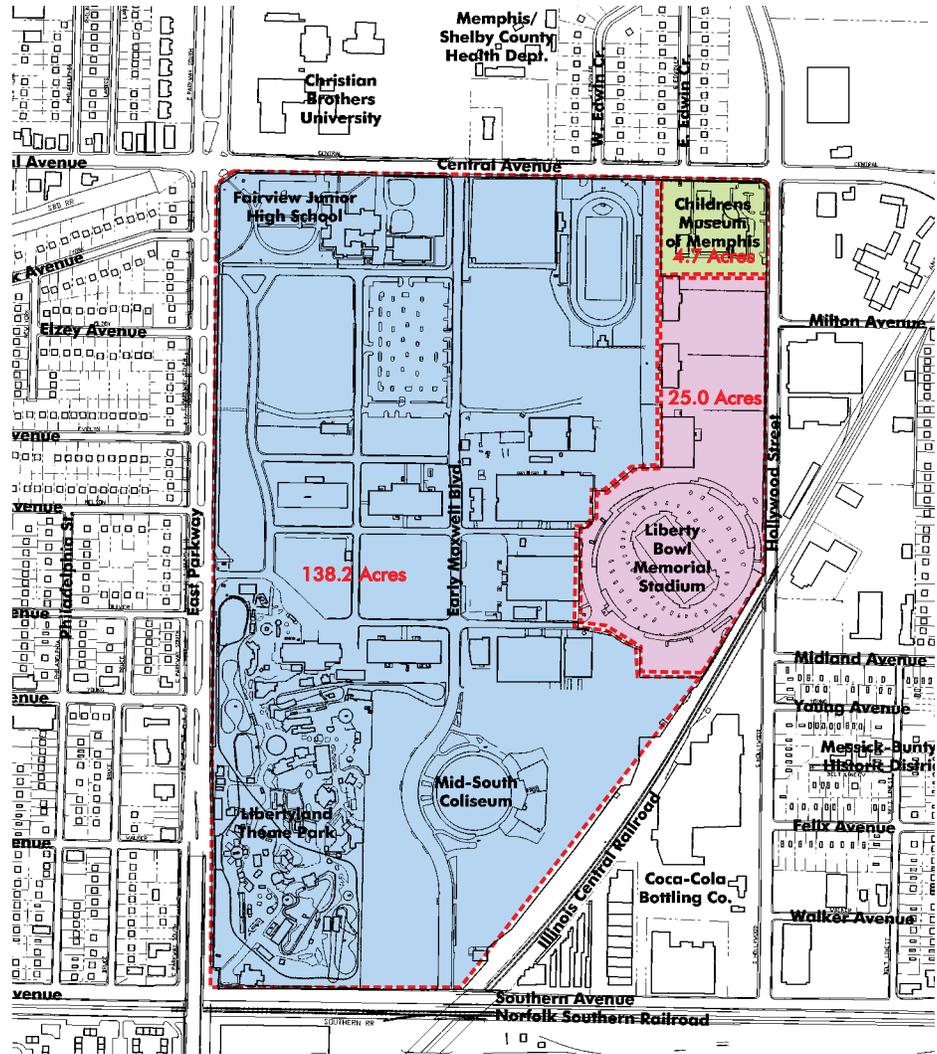
During the workshop it became apparent that not all parties could be satisfied, if simply because the acreage required to meet every request totaled well over 600 acres, and the site is only approximately 168 acres (figure 2.0). In a critical first step, the team began creating a set of design principles that would help describe what the best practices would be when evaluating competing development proposals. Any proposed use that does not meet a significant number of the design principle goals should not be considered the highest and best use possible.

The refined design principles were then presented to each of the committee members, along with a series of concept diagrams that illustrated possible development scenarios for the site based on whether existing uses remained on-site or were relocated, and what new uses could be introduced. The principles and scenario diagrams were then revised to address the comments from the committee members.



Stakeholder groups give feedback during workshop series.

The set of draft guiding principles and development scenarios were then presented to the Committee for their consideration and action. During the presentation the committee unanimously voted to adopt the guiding principles and recommended concept diagram Scenario 5.



Children's Museum = 4.7 Acres
Liberty Bowl/Parking = 25 Acres
Primary study area = 138.2 Acres
Total Land Area = 167.9 Acres

Figure 2.0 Land coverage on-site

3.0 Site Analysis

As part of the study process, Looney Ricks Kiss conducted a thorough site investigation to become familiar with the general area, and assess the condition and characteristics that make the site unique. The investigation included historic research (see Appendix A), touring the immediate area, taking photographs, and observing land uses and conditions both on-site and off-site.

During a two-day workshop at the Children's Museum of Memphis, LRK also met with the existing tenants of the site, public officials, and area neighborhood representatives to obtain information regarding the positives and negatives of the site and hear what improvements the stakeholders would like to see. It was obvious that everyone involved wished to see some sort of improvement to the area and that the current conditions were deemed inadequate for a variety of reasons (stakeholder comments are listed in Appendix C).

The site area is generally bounded by East Parkway to the west, Central Avenue to the north, Hollywood Street to the east, the Illinois Central Railroad to the south-east and Southern Avenue to the south. The overall site covers approximately 168 acres. (see Figures 3.0.1 and 3.0.2)

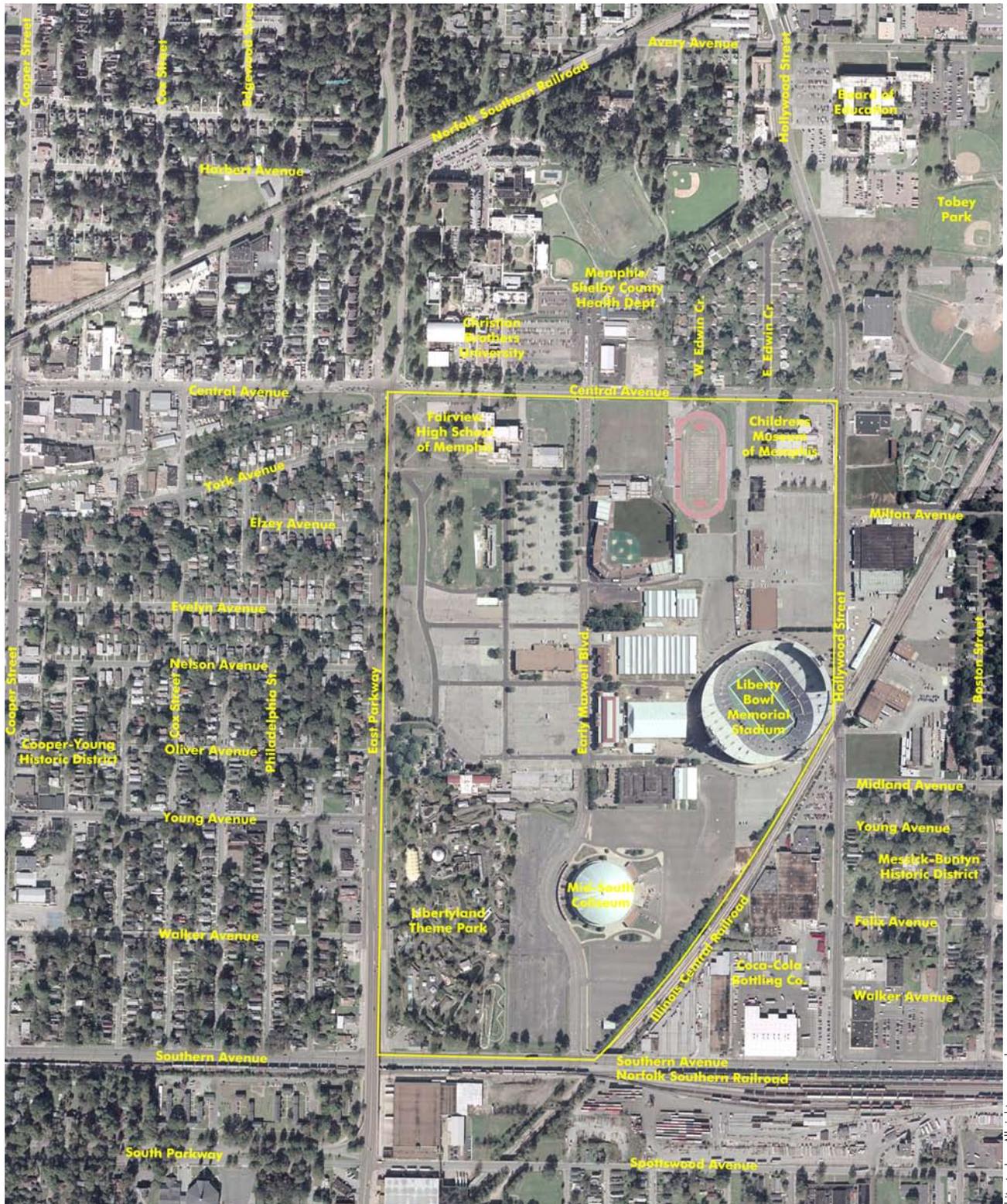


Figure 3.0.1 Aerial Map





Figure 3.0.2 Existing Land Uses

3.1 Off-site Analysis

3.1.1 Residential

The Mid-South Fairgrounds is surrounded by residential neighborhoods (Figure 3.1.1) with a diverse collection of uses, income levels, ethnicity, and social groups. The site is located in an area that is a cross-roads between Midtown, East Memphis, and South Memphis. Adjacent residential neighborhoods include Cooper Young to the west, Christian Brothers University, Edwin Circle on the north, Chickasaw Gardens to the northeast, Buntyn and Beltline to the east, and Orange Mound to



Classical house in Central Gardens



Craftsman and Victorian homes in Cooper Young

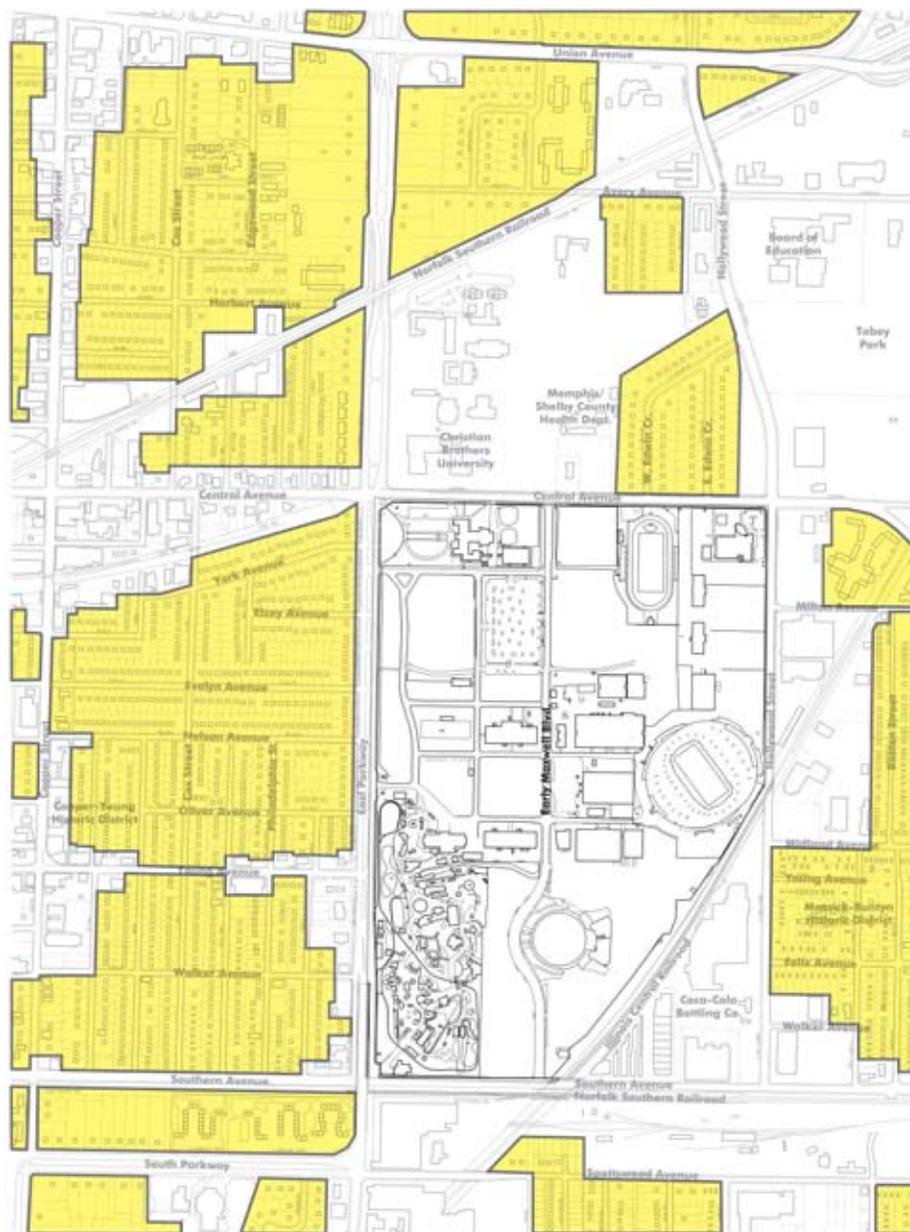


Figure 3.1.1 Residential Land Use

Residential Use

the south. Neighborhoods such as Edwin Circle, Buntyn, and Chickasaw Gardens are stable, Orange Mound and Beltline have struggled in recent years, while Cooper Young is experiencing escalating values. A significant portion of the housing stock in the area have historical qualities.

3.1.2 Commercial

The surrounding area has a wide variety of commercial uses (Figure 3.1.2). Central Avenue from East Parkway to Cooper Street has a collection of home interiors and antique shops and is considered a local antiques district. Cooper Young neighborhood has a mix of eccentric shops, ethnic and American cuisine, and nightlife, and is more of a dining and entertainment district. Several shops in the area are traditional pedestrian friendly storefronts that address the street, although there are several more



Restaurants in Cooper Young



Central Avenue antiques row



Figure 3.1.2 Commercial Use

Commercial Use



Shaded sidewalks along East Parkway

commercial outlets such as the Dollar General store on Central Avenue that are of a suburban, automobile-oriented design.

3.1.3 Parks and Institutions

The site is located adjacent to Christian Brothers University located to the north across Central Avenue (Figure 3.1.3). Northeast of the site is Tobey Park and several City of Memphis facilities including the administrative offices of the Memphis City Schools. Tobey Park is primarily a recreation park for organized sports. About a mile north of the site is Overton Park, the most notable park of the Memphis Park System.



Christian Brothers University at East Parkway and Central Avenue



Figure 3.1.3 Parks and Institutional Use

■ Parks
■ Institutional Use



Light manufacturing along Hollywood Avenue



Warehouses and industry along Hollywood Avenue

The site is bounded on the west by East Parkway, part of the historic parkway system of Memphis. The nearest neighborhood park to the site is Peabody Park on Cooper Street.

3.1.4 Industry and Rail Lines

The larger context contains a significant industrial presence, including several active and abandoned rail lines (Figure 3.1.4). Industrial uses such as Binswinger Glass and the Coca-Cola Bottling facility are located on Hollywood Street and require some visual screening. The site is impacted by visual and noise issues from the southwest and south by adjacent rail lines, rail yards, including a refrigeration facility. A large



Figure 3.1.4 Industrial Use

Industrial Use

viaduct exists on East Parkway where it climbs to pass over Southern Avenue.

3.1.5 Overall Conditions

Together, this collection of uses make up the picture of a varied and mixed neighborhood context that is primarily residential, with several active retail corridors, a large recreation park and a University adjacent to the site (Figure 3.1.5). However, the site is also hampered by the adjacent railroads and industrial uses that form barriers to the east, southeast and south.

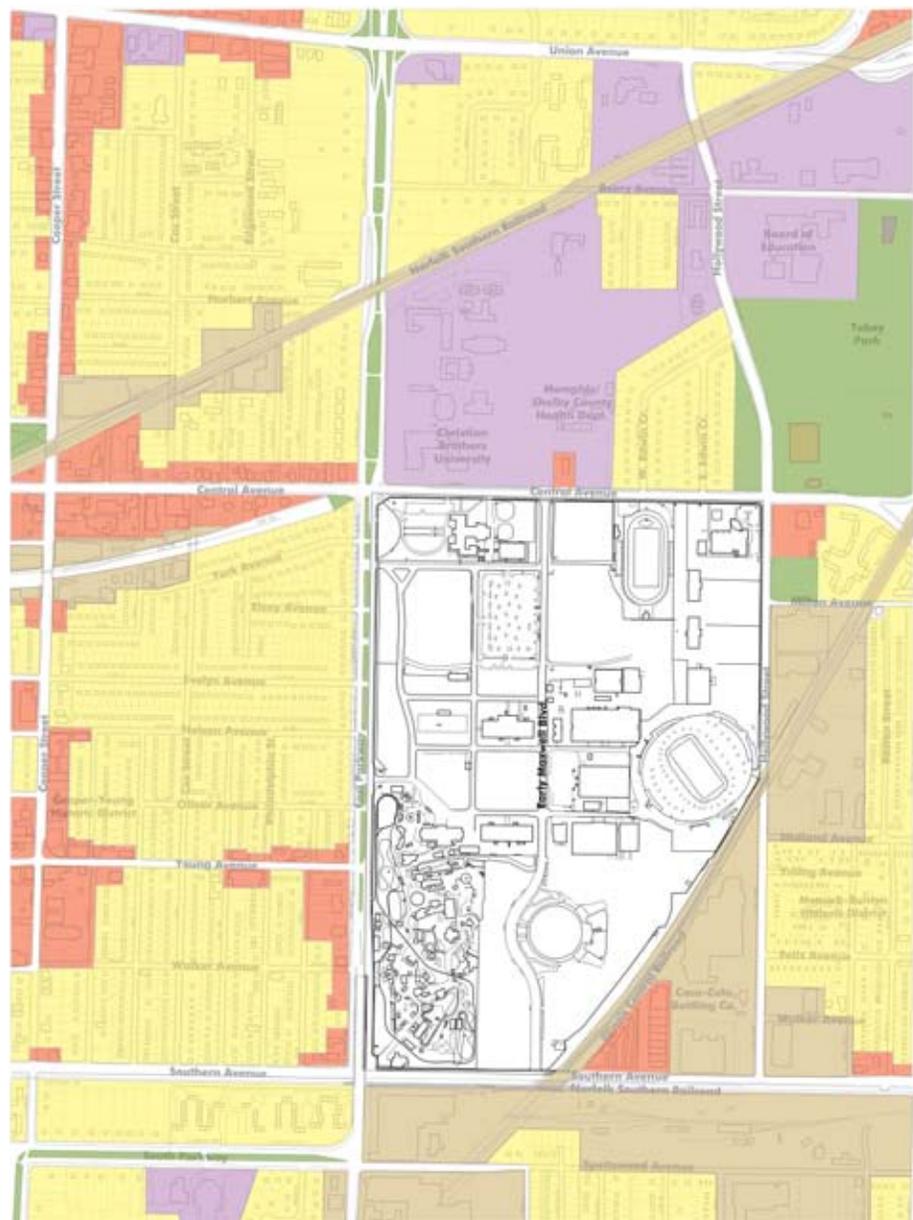


Figure 3.1.5 Off-site Land Use



Shelby County Building, was lost recently to fire. Other buildings on the site include the Fairview Jr. High School, barracks-style buildings used by the Mid-South Fair, a decaying former fire station, the former armory and structures related to Libertyland.



Streets and parking lots are distinguished only by the color of asphalt



Trees are isolated and somehow survive



Weeds and fences prosper where nothing else does



Figure 3.2.2 Parking Lots

■ Parking Lots

3.2.2 Parking

Parking covers two thirds of the site (Figure 3.2.2) resulting in an atmosphere that lacks place and is disorienting. The parking lots across the site are often surrounded by chain-link fencing topped by razor wire. On a hot day there is little to no refuge from the sun since trees are virtually absent, while parking lots are in a state of disrepair with potholes and faded stripping. Parking is poorly organized, and the historic



The historic Midway, seen here in 1927, is now paved

Midway has been paved over for parking. The historic entry piers on East Parkway are nearly hidden by a modern metal entry structure that detracts from the original.

3.2.3 Open Spaces

Open green spaces may be planted with grass but are actually inaccessible to the public on a daily basis (Figure 3.2.3). Some are poorly located for everyday use, such as the large lawn in front of Fairview Jr. High School. The Memphis City Schools track & field and soccer fields are inaccessible and kept behind locked fences along Central Avenue. The only usable green space is the location of the former Tim McCarver Stadium but yet has no specified use. East Parkway has mature street



Some open spaces are poorly located and unsuitable for recreation



What little open space is located along Central is kept behind lock and key



Figure 3.2.3 Public Green

Open Green

trees along its length, however the adjacent green space is bisected by a razor wire chain link fence and this detracts from the parkway's appearance and the pedestrian's comfort level.

3.2.4 Peak Usage

During the vast majority of the year, the site is greatly under-utilized and vacant, as best seen in the aerial photo map (Figure 3.2.4). Compare that with the aerial photos during the 10 days of the Fair (Figure 3.2.5). The aerial map shows how on a typical day the site is empty, home only to asphalt, blazing hot sun, and little relief from building to building.

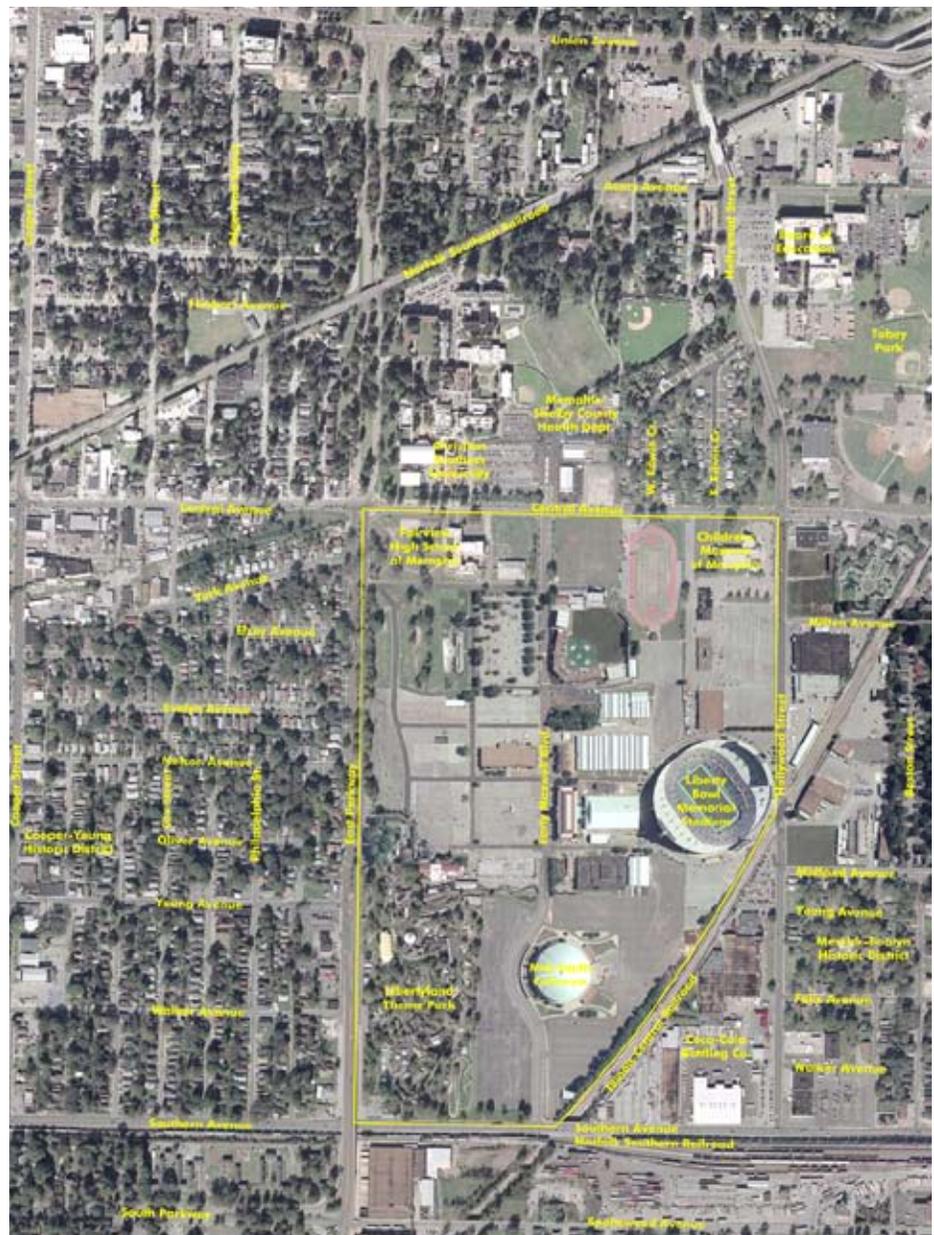


Figure 3.2.4 Aerial Context On a Typical Day

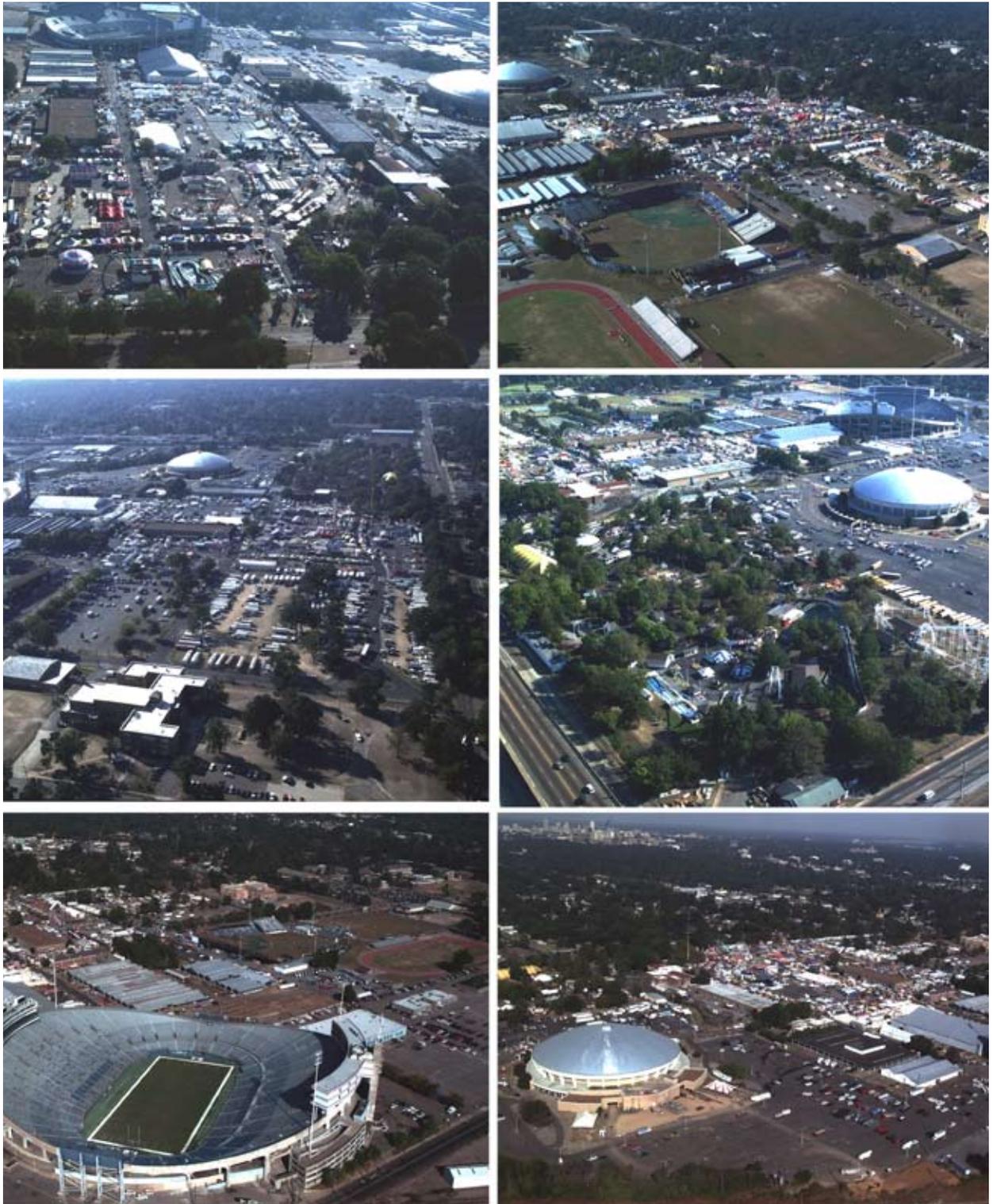


Figure 3.2.5 Aerial Photos of Site During Peak Usage

4.0 Master Principles

As part of the study process, a series of master principles were developed to help guide redevelopment of the Mid-South Fairgrounds. These principles were developed to ensure that every proposed plan address issues that will help create the highest and best use of the site. Decisions must be made regarding the appropriateness of both new and existing uses, and how they contribute to the greater whole of the site, beyond their immediate boundaries. Beginning now and continuing beyond the Master Planning process, the design principles were developed to help guide the redevelopment process. It is hoped that these principles reflect the values that all parties feel are important in creating a better future Fairgrounds site.

These design principles are listed by category, including public purpose, connectivity, physical design, and management/operations. The public purpose deals with the site and its purpose to serve the public and contribute to an overall stronger community. Connectivity addresses circulation and access issues and pertains not only to vehicular access but also pedestrian, bicycle, and transit opportunities. Physical design of the site addresses site safety by design, building form, open space, parking locations, streetscape, uses and activities. In order to properly redevelop and properly maintain the site, a management/operations entity must be empowered to oversee redevelopment and maintenance of the site, and promote the attraction of private investment to the site.



Public spaces defined by buildings with active uses makes for a vibrant community gathering place

4.1 List of Master Principles

Public Purposes:

- 1) Preserve the primary purpose of the site to serve as a regional public amenity.
 - a. The site should be first and foremost used for public purpose, and be of positive benefit to the broad community. Public purpose can be served through both public and private investment.
 - b. A real public park space should be reintroduced.
 - c. Where possible, public ownership and control should be retained.



Well maintained tree-lined boulevards make for a pleasant pedestrian environment

- 2) Only the highest and best uses which are compatible with and promote the best in “city-building” should be permitted.
 - a. All development should be of the highest and best use possible for this site.
 - b. Mistakes of the past where public uses were located where land is convenient or available should be avoided. Instead, we should envision the best uses for the site and then find the appropriate users that fit into the vision, not bowing to just any proposal that comes along. Proactively pursue the most desirable users, and bring them to the site.
 - c. Demand the best from every development, and not settle for “the basic model” or typical suburban implementation.
 - d. A Master Plan should be undertaken and continually updated when the preferred mix of uses is identified.

- 3) A wide range of uses should be encouraged to create an active, vibrant and everyday community gathering place. This could include places where one can play, shop, entertain, work, live and learn.
 - a. The site should be part of an active urban environment, and that environment thrives when a varied mixture of activities are located among each other. Mono-culture or single uses should be avoided.
 - b. This borrows upon and expands on the New Urbanist concept of places where people can Live, Work, and Play.

- 4) All uses should serve, complement, be compatible and part of the adjoining neighborhoods as well as the greater community.
 - a. The site is not only a regional amenity, but also part of the local community. As such, it should be of direct benefit to both the surrounding neighborhoods and the broad community.
 - b. The history of the site should be honored and celebrated, including historic places, buildings and events.

- 5) Permit appropriate uses which cultivate civic pride and encourage a sense of responsibility and a sense of place.
 - a. The site suffers from a lack of a sense of “ownership” by the tenants and neighbors and so disrepair, poor conditions and a lack of safety has resulted. Improvements should be designed to instill a sense of responsibility in both the private and public realms.
 - b. Every improvement should be of a quality and purpose that promotes civic pride.
 - c. No sense of place exists on site. Real places should be established through thoughtful development and urban design.

- 6) All (re)development/improvements should contribute to an overall vision for the whole site and not remain independent or separate.
 - a. A Master Plan vision for the site and its surroundings should be



A well-defined pedestrian circulation network should address the issue of pedestrian crosswalks



Effective design will appropriately define routes and boundaries without resorting to the use of elements such as chain link fencing

Calm before the crush



A formal open green space such as that shown to exist on site in this 1927 photo will begin to restore the identity of the site as a beautiful grand public space

- created, and every improvement should contribute to that vision.
- b. Improvements should be done in concert so as to create a whole larger than the sum of its parts.
- c. Development should not be piecemeal and users should not be disconnected from each other.

- 7) The character of historic East Parkway, Central Avenue, Hollywood Street and Southern Avenue should be improved, and development along those frontages should be of a high quality.
- a. East Parkway is a historic and civically important street. The character of the right-of-way should not be violated, and structures of appropriate civic stature should be located along it.
 - b. Central Avenue, Hollywood Street and Southern Avenue public rights-of-way should be improved through streetscape enhancements.
 - c. Building and site improvements are necessary on both sides of the streets, and should be of a high quality.

Connectivity:

- 8) Connections to the local street network should be made at existing intersections and median cuts, and should not violate the historic nature of East Parkway.
- a. Tie into the local street network wherever possible to connect the adjoining neighborhoods to the site.
 - b. Do not introduce new cuts into East Parkway.
- 9) A safe pedestrian circulation network should serve the entire site and tie together places both on-site and off-site.
- a. Pedestrians and bicyclists should be designed for, not just cars.
 - b. Streets and sidewalks should permit people to easily walk or ride throughout the site.
 - c. Biking and hiking trails should be incorporated where desirable.

- 10) New transit opportunities should be accommodated where possible.
- a. With Light Rail as a possibility, a right-of-way should be established along East Parkway which could accommodate future transit options.
 - b. Public transportation should serve the site.

- 11) Appropriate redevelopment plans for adjacent areas should be encouraged.
- a. Improvements to the site should not be independent or separate from redevelopments occurring in adjacent areas; instead they should help leverage additional reinvestment in Orange Mound, Beltline, Cooper-Young and other nearby neighborhoods.



Improved streetscapes with wide sidewalks, street furniture, ornamental street lighting and shade trees help create a walkable and vibrant neighborhood

Physical Design:

- 12) Safety through physical design should be incorporated in the design of buildings, public spaces, and through the activities planned for the site, eliminating the perception that the site is an unsafe place.
 - a. The perception of the lack of safety stems from the physical design of the place, as well as the lack of daily activity.
 - b. All improvements should bring activity to the street, and bring so-called “eyes on the street” around every park and street.

- 13) Reserve a place for a multi-purpose formal open green space (akin to the historic Midway area) for festivals, passive recreation, tailgating, etc.
 - a. The former Midway green should be reestablished at its historic location between East Parkway and the Liberty Bowl Stadium, near where the Shelby County building once stood.
 - b. It should be a public park, where certain multi-purpose activities can take place like festivals, tailgating, as well as passive recreation.
 - c. This “festival green” should be surrounded and defined by active ground-level uses which could promote activity in the park (pavilions, markets, mixed use buildings, etc.).

- 14) Prime development sites should not be let go first, instead capture greater value by building upon preceding successes.
 - a. The most valuable and desirable portions of the site should not be given up immediately; instead development should culminate where the greatest value can be generated by the success of previous improvements. Hold onto best sites until the best possible users are recruited for them, not just the first opportunity to present itself.
 - b. Start by creating a desirable place close to the heart of the site, and be mindful of uses that could buffer against the railroad tracks.
 - c. The areas along East Parkway and Central Avenue are most desirable for development.

- 15) Small-scale shopping that serves both activities on-site and local neighborhoods should be considered.
 - a. Retail has the best chance for success along Central Avenue as an extension of the “Antiques Row,” or where Young Avenue from the Cooper-Young neighborhood meets the site at East Parkway.
 - b. Potential retail uses includes family-oriented businesses like bike shops, coffee shops, book stores, etc.
 - c. Where possible, create retail development on both sides of the street and connect Young Avenue to Central Avenue.



The sense of security in public spaces should be addressed through the buildings and uses that surround these open spaces

- 16) Consider residential uses if they are sensitively designed and of a type compatible with adjoining neighborhoods and Christian Brothers University.
 - a. Residential is desirable if it supports the mix of activities desired on-site.
 - b. Single-family or attached dwellings would need to be compatible in scale and character with adjoining neighborhoods.
 - c. Market-rate rental apartments or for-sale condominiums should be considered when part of mixed-use developments with ground-level active uses.
- 17) Only high-quality streetscape, landscape, sidewalk, lighting and signage design should be permitted.
 - a. Only our best efforts in streetscape improvements should be adequate.
- 18) Parking should be minimized and shared among multiple users, and not be directly visible from Central Avenue, East Parkway or other public spaces.
 - a. Parking lots should be screened from view from public streets and spaces, and never on street corners.
 - b. Shared parking and on-street parking should be permitted for convenience and efficient use of the land.
 - c. Football game-day parking should be accommodated where possible, including fortified grass fields, on-street and in shared parking lots. In order to alleviate parking demands, off-site shuttle service should be encouraged to cater to football games patrons.

Management/Operation:

- 19) A supervising entity should be established and charged with on-going maintenance of public facilities, coordination among tenants, and providing oversight for redevelopment projects on site.
 - a. An entity must be identified and charged with the on-going caretaking of the site. Currently, no one is responsible and so neglect has taken hold.
- 20) Improvements to the site should be self-financing to the greatest extent possible, thereby reducing the debt burden on the City.
 - a. Given the financial stresses on the City and County, it should not be presumed that government will be able to make significant new investments in public improvements.
 - b. Attracting private investment will be necessary to enact significant improvement to the site.

4.2 Use of Master Principles

The principles are designed to set the bar high for attracting and locating the best uses within the site. It is imperative that the city or oversight committee closely examine the individual investor proposals. Each proposal should be cross examined with competing proposals and potential or recommended scenarios to determine whether the individual use is the best possible use for the site. By following the list of guiding principles the oversight committee should have minimal difficulty deciding if the use is appropriate for the site.

To maximize value across the whole site, the most desirable locations should be developed in the latter stages, and less prominent locations such as the center of the site, should be developed first. In this manner, the value of early successes will culminate in the best possible developments in the most desirable locations. It is important to always aim high, for the best possible outcome, to ensure that value increases over time, building one success upon the ones that came before. Each individual use should be required to share facilities, parking, and open spaces to avoid the creation of a disconnected site, one of the sites current problems. The individual proposals should indicate only minimal change between redevelopment tracts. Each site should not be divided by fencing or use but encouraged to contain a mix of uses that flows from one tract to the next. The use of any individual proposal must be scrutinized to allow only the highest and best use with the goal of creating an identity for the site with a sense of place that contributes to a better Memphis.

5.0 Scenarios

Based on the master principles guiding the redevelopment of the Mid-South Fairgrounds, Looney Ricks Kiss developed a series of design scenarios that illustrate potential redevelopment patterns that are most likely to evolve on the site. A number of significant political and economic decisions must be made regarding each existing user, and each potential addition, and this study could not anticipate each possible outcome. Instead, LRK studied the site assuming that each major user either remained, or were relocated, depending on the scenario. Opportunities then result to permit additional new uses, and so this study shows where we believe those uses are best located so as to create the most desirable, effective and viable site as a whole based upon the principles already presented.

It should be noted that each scenario depicts a combination of existing users to remain plus new uses (not users), and that it is up to the decision-making process to determine which users should be invited to the site so as to best provide the uses envisioned. Also, it is necessary to envision an existing user being relocated in order to make room for any new uses on site. Decisions regarding which user is relocated off-site, when that may occur, and where an appropriate new location may be, must also be left to public debate and was not addressed here.

In preparing to develop the design scenarios the existing site (Figure 5.0.1) was categorized by land use. In the scenario diagrams that follow, the use areas change based on which existing uses are to remain and which are removed or relocated.

The Liberty Bowl stadium and the Children's Museum of Memphis each are under long-term lease agreements, and so Looney Ricks Kiss was asked to assume that those two facilities were to remain in all scenarios, and concentrate its efforts on the remainder of the site. Nevertheless, existing conditions around these two facilities should be improved in accordance with the master design principles.

5.0.1 Existing Site Uses

As the site is today, it is dominated by the Mid-South Fair, several sports and recreation uses (Liberty Bowl, Mid-South Coliseum, and the school Track & Field), an amusement park (Libertyland), a public school (Fairview Jr. High School), and a museum (Children’s Museum of Memphis).

At first glance, the site might be seen as entirely public, however when one considers that nearly every area is either fenced and access-controlled, or paved for parking, very little of the site is available to the general public as park space, free play area, or accessible without paying admission or a parking fee. We would argue that although the events

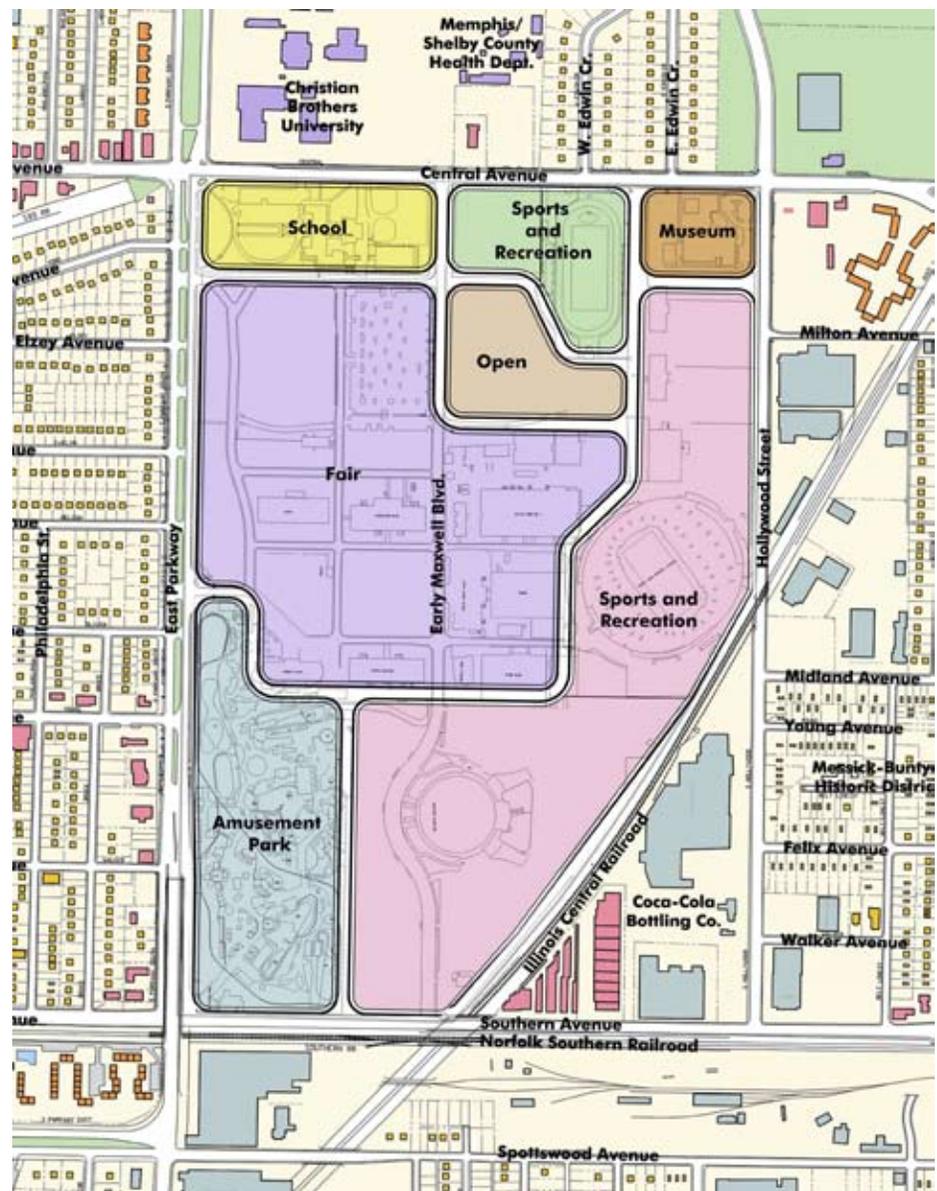


Figure 5.0.1 Existing Uses

staged at the Fairgrounds are open to the public (for a fee), that very little is freely available to the public on any given day.

Most activities that draw people to the Fairgrounds are individual peak events, like the Fair, football games at the Liberty Bowl, and events at the Coliseum. The Children's Museum is draws repeat visitors, but there is little else anywhere close by that might draw the interest of patrons beyond the confines of the Museum, and Libertyland is open only several months a year.

5.1 Scenario 1

The first possible development scenario assumes that by and large the most existing users remain in place, with incremental upgrades to their current condition (Figure 5.1).



Festival Green

The largest change in the site is the introduction of a new so-called Festival Green, a public park space located along the axis between the ceremonial gate along East Parkway and the site of the former Shelby County building, where the Fair midway was once centered. Presently the site of non-stop asphalt parking lots, the new park would serve as the central focal point to the site, becoming a true public space where one could picnic, play games, hold family gatherings, and could be used for special events like ethnic/art festivals, tailgating for football games, etc. Lined by sidewalks, site furniture, street trees and pedestrian scale lighting the green should incorporate grass stabilizers that can effectively bear vehicles and permit activities associated with festivals or tailgating without significant damage. The space would be flanked by improved Fair exhibit buildings that surround and define the green as a central space giving the Liberty Bowl a civic address on East Parkway. It would become the first real unrestricted public space on the site, serving the public every day.



Retail along Central Avenue

Also, the school Track & Field and practice soccer fields along Central Avenue east of Early Maxwell Blvd. are relocated, in its place a mixed-use development could be built along Central. This development could be multi-story buildings with ground floor commercial uses which can add to the burgeoning Central Avenue antiques district with uses such as a coffee shop, bookstore, or similar retail that can serve the Christian Brothers University campus across the street, as well as serve visitors to the Fairgrounds site. It could be imagined that the parents of



Mixed use along Central Avenue



Residential over Retail

a child attending a birthday celebration at the Children’s Museum could walk next door to get a cup of coffee or window shop at a bookstore which also serves CBU students and faculty. Above the ground-floor retail could be two- to three-stories of market-rate residential for students (CBU, U of M, Rhodes, etc.), visiting professors, medical workers, young professionals who work downtown, or empty nester households who wish to live in a “college-town” atmosphere.

The Mid-South Fair would be reorganized around the Festival Green, occupying the buildings that face the park, plus expanding into the now-empty site of the former Tim McCarver baseball stadium. Libertyland could also expand slightly to the east, towards Early Maxwell Blvd.

To improve access and safety through the site, pedestrian circula-

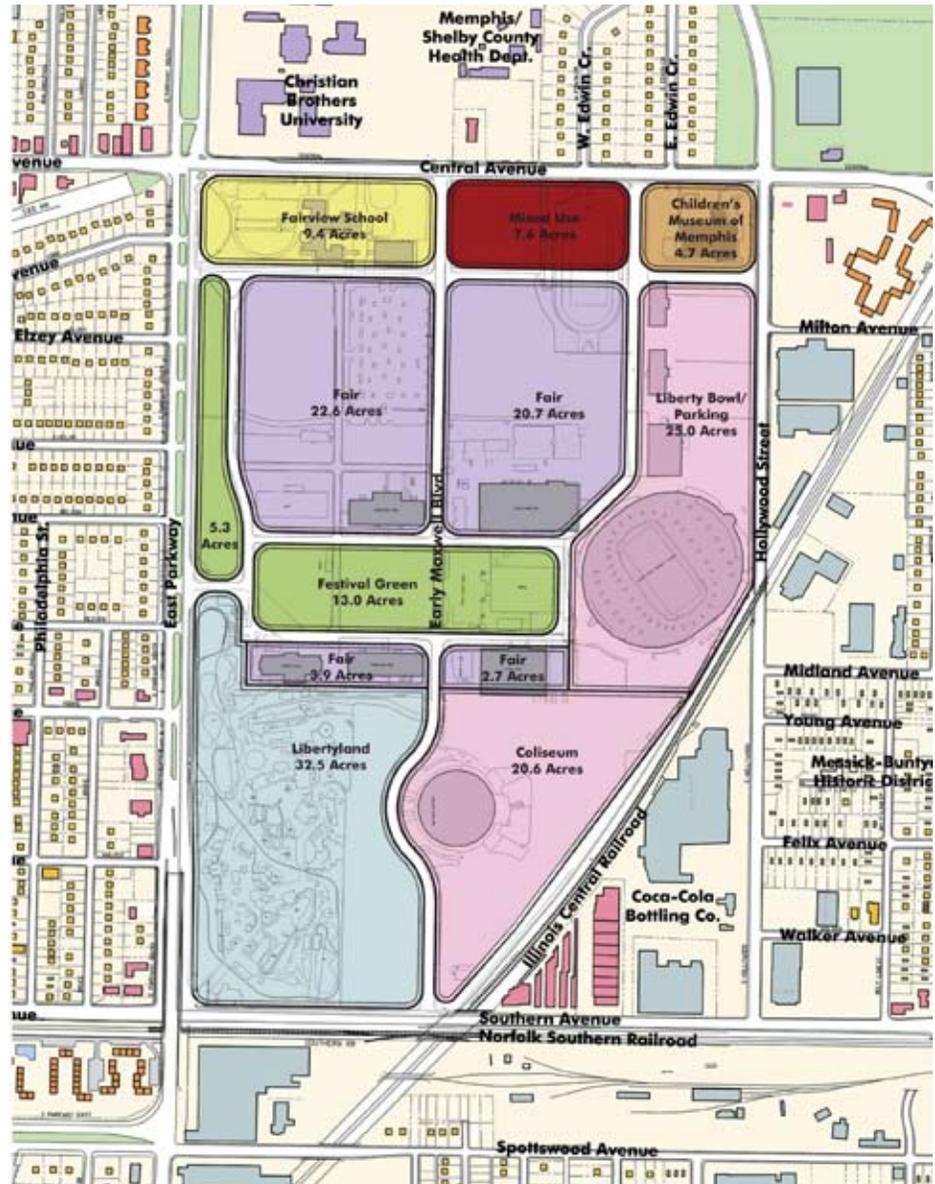


Figure 5.1 Scenario 1



A Dignified Pedestrian Realm

tion routes must be improved and new routes introduced where connections are needed, including better sidewalks, recreational trails and key connections to adjacent neighborhoods. High pedestrian traffic volume events at the Liberty Bowl should be accommodated with sidewalks that are wide enough to adequately handle peak traffic in a dignified and ceremonial atmosphere.

5.2 Scenario 2

The Mid-South Coliseum is an aging facility that is in need of significant improvements to meet the requirements of the Americans with Disabilities Act that all City-owned facilities must meet in the next



Sports and Recreation

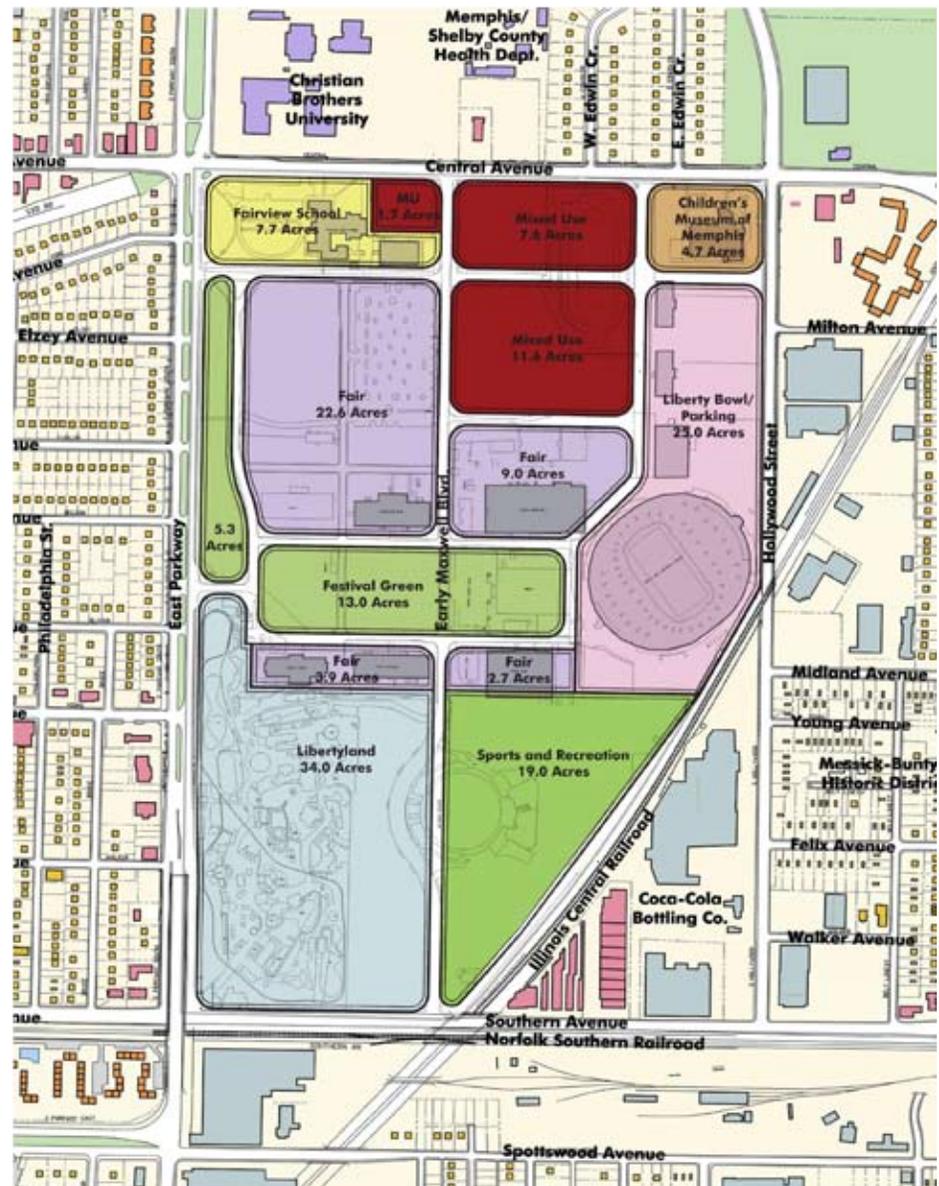


Figure 5.2 Scenario 2



Fair and Flea Market

several years. Also, the facility has been operating at a loss for a period of time, and may be in need of significant physical plant repairs due to the failure of aging equipment. Cost estimates range from \$8 million to \$21 million. Scenario 2 (Figure 5.2) depicts what may be possible if it is decided that the Mid-South Coliseum cannot be improved and made financially viable for a reasonable sum, and is demolished as a result.

The area of the site where the Coliseum is situated is the most challenged by the immediate relationship to railroad tracks and industry, drainage issues, and the odd geometry of the site. It is believed that this area could be sports and recreation fields, including organized sports fields like soccer and baseball, as well as perhaps a skate park or newer sports areas.



Street Vendors

As in Scenario 1, the “Festival Green” is introduced into the historic fair midway area. Mixed-use buildings could also be extended along Central Avenue to the west side of Early Maxwell Boulevard where the school has an open play area, in order to capture both sides of the street. The same could be expanded southward to create a strong anchor for development of a university-oriented village across the street from the Christian Brothers University campus.

Portions of the area currently occupied by parking for the coliseum may be used for the expansion of Libertyland.

5.3 Scenario 3

During the course of this study, it was announced by the Mid-South Fair board that they would choose not to continue operating the Libertyland Amusement Park, due to continued operating losses and under the recommendation of an independent consultant who advised that the park was too small to remain viable. Likewise, the Fair itself has lost money each of the past 5 years just as it is moving into its 150th year of operation, depleting its reserves. We must, therefore, imagine a scenario when Libertyland is closed, and that the Fair is greatly reduced or relocated.

In this Scenario 3 (Figure 5.3), the area occupied by Libertyland becomes sports and recreation fields. This area of the site is challenged by its proximity to the active railroad tracks along Southern Avenue, and by the viaduct that carries East Parkway over the tracks, which limits access to the site and makes it undesirable to market-rate development.



Sports and Recreation fields

The area around the Festival Green is occupied by so-called Multi-purpose pavilions, which could serve the Mid-South Fair, The Big One



Fair Pavilions



Multipurpose use — Farmer's market



Multipurpose use — Make-shift stalls

flea market, a farmers market, or other activities. It could also serve other civic uses or programmed hard-court recreation like basketball or tennis, or sports pavilions for volleyball, boxing, swimming or indoor athletics. Residential may be appropriate, if designed well.

The mixed-use area along Central Avenue is similar to that shown in Scenario 1, although it could be more similar to that shown in Scenario 2.

If Libertyland is redeveloped, at least two historically and sentimentally significant amusements should be saved and relocated: the Zippin Pippin and the Grand Carousel. The Carousel could be relocated adjacent to the Children's Museum and the Mixed-Use area. The Zipping Pippin is more awkward to relocate, but could find a home in the Multipurpose area, or near the Coliseum or Liberty Bowl.

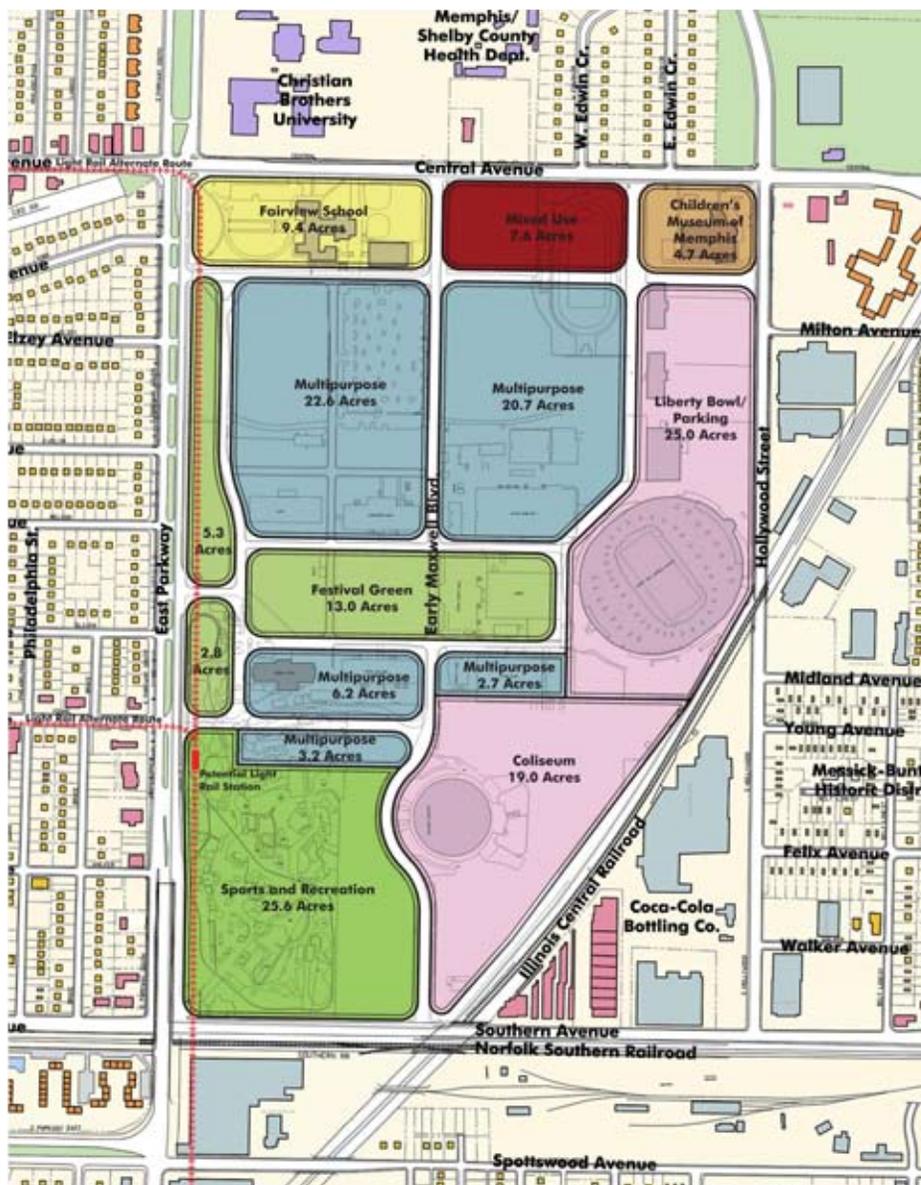


Figure 5.3 Scenario 3

Young Avenue could be extended from East Parkway to Early Maxwell Blvd. to help tie the Fairgrounds to the adjacent neighborhoods at an existing intersection and stoplight. Here, multipurpose buildings could house retail activities that add to the successful business already at the corners of Cooper Street and Young Avenue.

The potential also arises for the accommodation of light rail transit (LRT) along the East Parkway corridor. A wide easement along the eastern edge of East Parkway should permit at least one station to be located on-site without disturbing the mature landscape along Parkway.

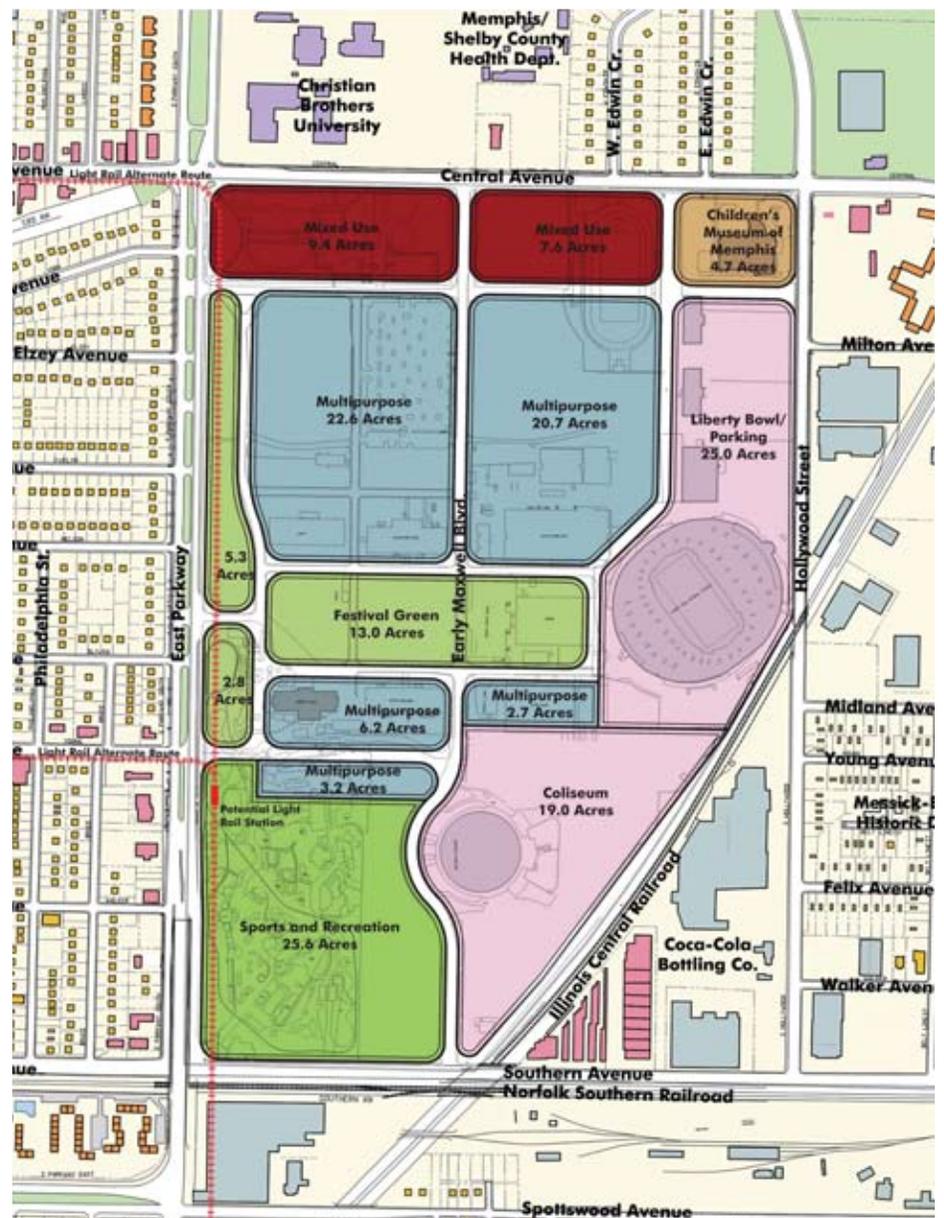


Figure 5.4 Scenario 4

5.4 Scenario 4



Mixed use

The fourth possibility, Scenario 4 (Figure 5.4), assumes a similar set of conditions as Scenario 3, namely that Libertyland is closed and that the Fair is relocated or is reduced in size. The major difference is that Fairview Jr. High School, located at East Parkway and Central Avenue, has been closed, reused for other purposes, or relocated elsewhere. As of the time of this writing, the Memphis City Schools are studying the disposition and condition of all schools in the district and a report is expected at any time that may recommend the closure, relocation or reinvestment in Fairview Jr. High School. Assuming that the school is either closed or relocated, then the school site could become a Mixed-Use block that serves as an addition to the Central Avenue antiques district with ground-floor retail uses, with residential above. Whether the WPA-era art deco-style building is reused or not is dependant on the feasibility of rehabilitating the building for other purposes.

5.5 Scenario 5



Mixed use

Over the long course of time, it is reasonable to expect that everything on the Fairgrounds site will eventually redevelop or be significantly changed. As such, Scenario 5 (Figure 5.5) imagines the day when the three major users on the site, the Fair, Libertyland and the Coliseum, have been replaced with other uses, permitting the greatest opportunity for new development. The areas where Libertyland and the Mid-South Fair are converted to a mix of sports and recreation and multipurpose uses. As shown in all previous scenarios, the “festival green” is introduced as a focal point in the center of the site.

Fairview Jr. High School could also be relocated but remain on-site along East Parkway, permitting the full development of the Central Avenue corridor frontage. The school would be an appropriate civic use along East Parkway, perhaps at the corner of Young Avenue where it can relate directly to the adjacent neighborhoods within walking distance, and also take advantage of the recreation facilities proposed just south of the new school site.

Like Scenarios 3 and 4, Scenario 5 introduces multipurpose uses into areas formerly occupied by the Fair and Tim McCarver Stadium. Also, the Young Avenue extension to Early Maxwell Boulevard provides additional connectivity to the adjacent neighborhoods. The Lib-

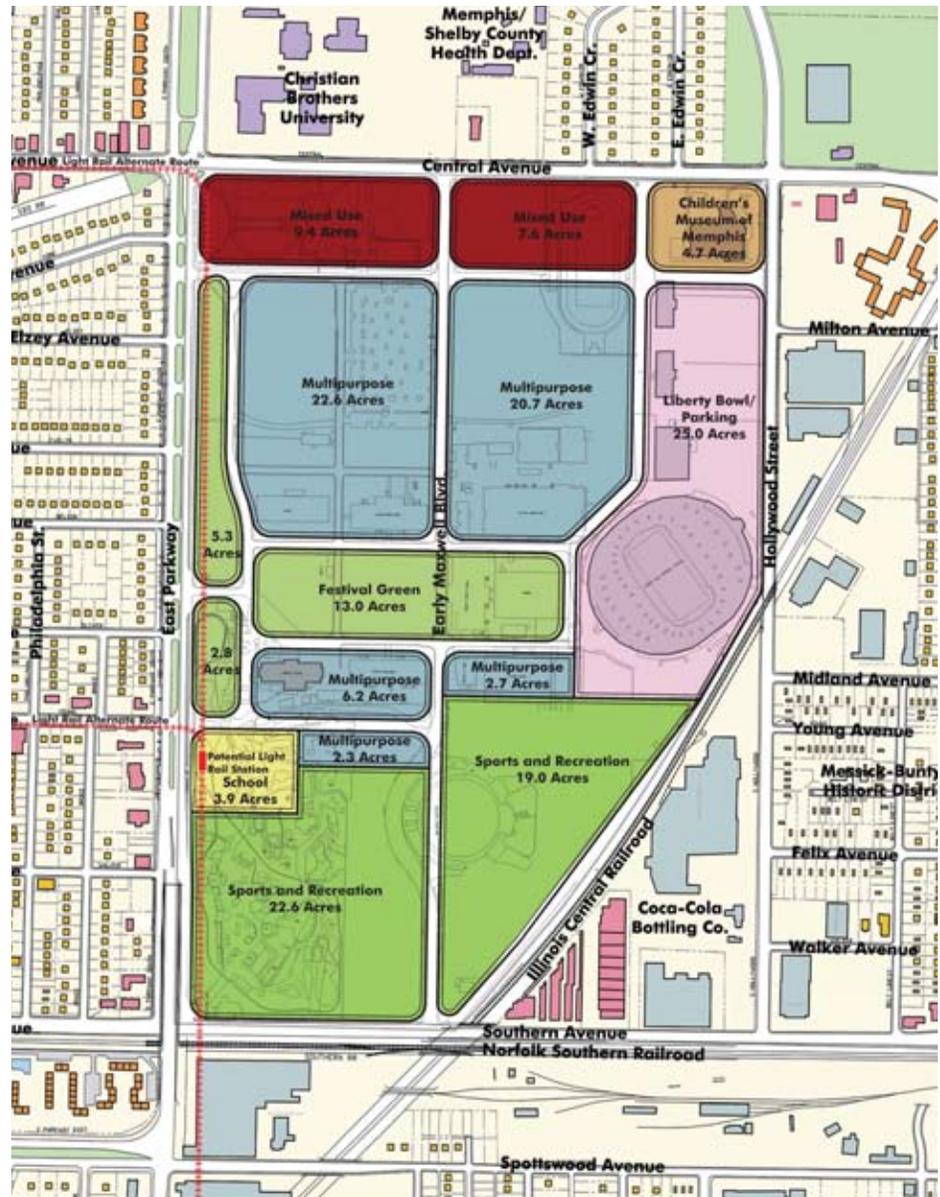


Figure 5.5 Scenario 5

ertyland site is converted primarily to sports and recreational uses with multipurpose uses introduced along the Young Avenue extension along with the new school site. Light rail transit is accommodated along East Parkway providing transit options for on-site uses, Christian Brothers University, surrounding neighborhoods, and access to the city schools on Young Avenue.

It was this Scenario 5 that was adopted by the Committee as the scenario which represented the “highest and best use” of the site, because it represented the greatest potential for bringing uses to the site that fulfill the Guiding Principles.



Festival Green



Mixed use

5.6 Scenario 6

An alternative to the previous scenario is depicted in Scenario 6 (Figure 5.6), but with a greater emphasis on recreation and park space, without multi-purpose pavilions. Instead, the Mixed-Use areas could be larger and more like a neighborhood retail development. The Festival Green could be greatly expanded, to the point where it is larger than the free play area in Overton Park. Also, the School could be relocated onto its own campus with its own recreational facilities, and potentially be large enough for a full-fledged High School or an added elementary school, if needed. Public sports and recreation fields are focused to the

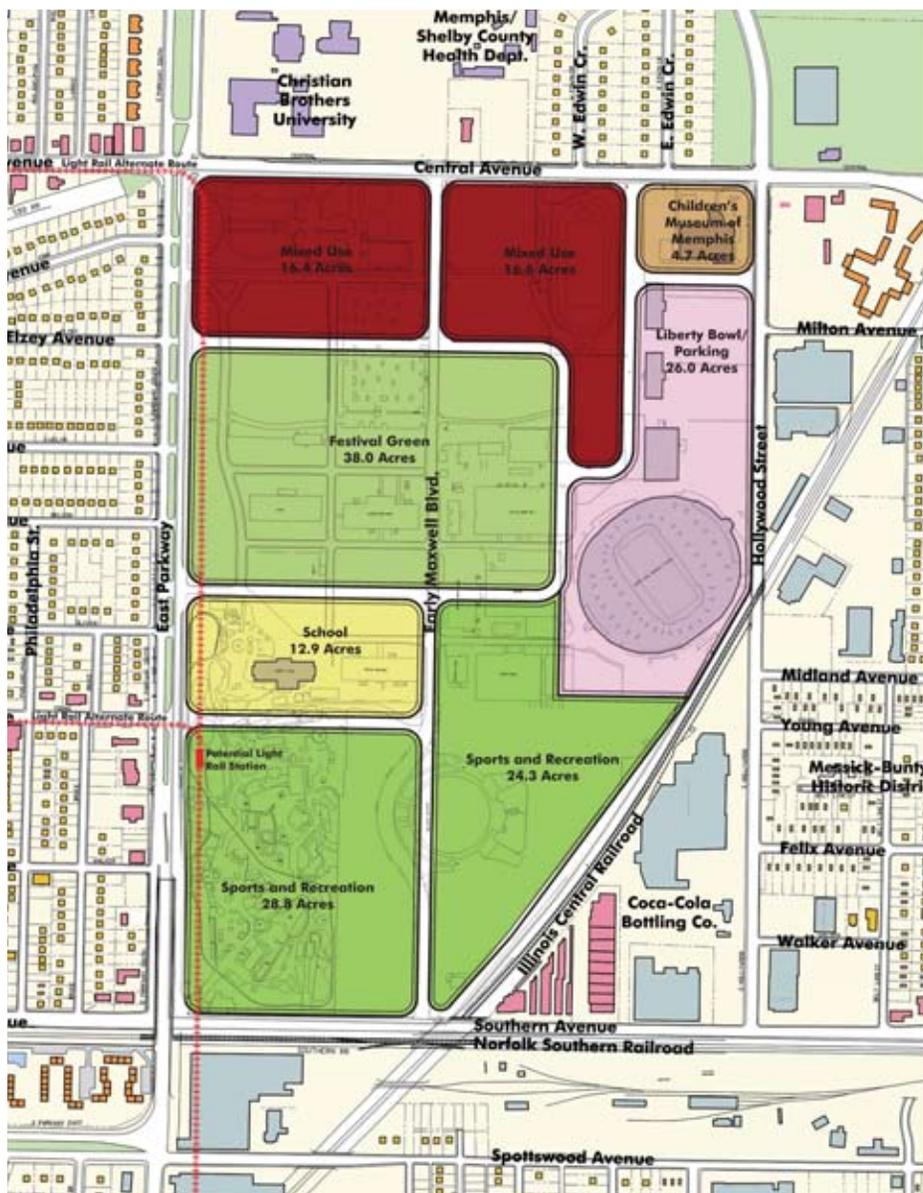


Figure 5.6 Scenario 6

southern portion of the site.

The result, however, is one that is more like the situation today, where a small number of singular uses divide one portion of the site from another, rather than mix and support each other.

5.7 Recommendations

The lesson that can be learned from the study of the six scenarios illustrated above, and the innumerable variations that are implied, is that there are certain political and economic decisions that must be made that will inform the final form of the site. The good news is that if one follows the guiding principles, almost any possibility can be accommodated and the result will be a well-designed, safe, usable and positive place that is better than what exists today.

Regarding the Mid-South Fair we have studied scenarios that can accommodate the Fair, in almost every instance, in a way that makes the area, currently devoted to the 10-day event, a usable place that serves multiple uses and events the other 355 days of the year. Green spaces can be fortified to serve as the Midway, and pavilions can serve the Fair and other festivals. Whether the Fair remains or is relocated, the site ought to have facilities that serve multiple purposes and the Fair may be one of those uses.

The operators of Libertyland have stated that they no longer intend to do what they have done, and so the decision becomes whether the park can be made viable and if so who will be the operator. Depending on whether a new operator can be found to make Libertyland profitable or not, we have envisioned both possibilities. If the park does not find a new operator, then the key historical assets (Carousel and Zippin Pippin) should be retained and relocated where they can be used best.

The Mid-South Coliseum requires capital investment in order to continue operation. We believe the Coliseum can be viewed as a sports and recreation venue that could be part of a larger recreation zone, so whether it remains or not is not a weakness of the plans. What must be changed, however, is the sea of asphalt which must be broken up and reduced, so as to permit other compatible sports and recreation uses to occur.

Fairview Jr. High School is under study by the school board, but the school is situated such that it could stay or go in any of the illustrated scenarios. If it is no longer a public school, then the reuse of the building makes sense if it is proven to be financially feasible. The area around the school is appropriately located so as to permit a wide

range of possibilities. The use of the school building itself rests upon the strategic planning of the Memphis City Schools.

The history of the Fairgrounds is strong and a valued aspect of the site. East Parkway is a historic and civically important street, and should be respected as such. The former Midway area should be recaptured as a public park between East Parkway and where the Shelby County Building once stood. The school building, the schools history, and the fact that it was a naturally integrated facility should be recognized and maintained if possible. The Carousel ought to be moved to a location where it can be used by children throughout the year, and the Zippin Pippin should be put where it can also be operated viably and safely.

Parking, a problem today only during peak events, should be shared among users, and planned for in places where green areas can be fortified to permit parking without damage. Off-site parking resources like Overton Square, the University of Memphis campus, the Medical District, and Downtown should be tapped by means of shuttle buses.

Private commercial and residential development should be made possible through long-term ground leases, because quality private development would be a positive means to bring activity to the site, benefitting the residents, adjoining neighborhoods, sports patrons, and Christian Brothers University. These kinds of developments are key to attracting and retaining top-notch professors, medical workers and young professionals in Memphis.

By following the Guiding Principles for the site, it is not hard to imagine that one of the scenarios outlined in this report is the likely result. What is key is to ensure that adhering to the principles is maintained through the implementation of the creation of a new and better Fairgrounds. Positive change should be brought to the entirety of the site, regardless of whether the current users remain or not, and with that change Memphians can be proud once again of this significant asset in the middle of the city.

6.0 Conclusion

On November 3rd, 2005, a working draft of this report was presented to the Committee charged with making a recommendation for the redevelopment of the Fairgrounds site. At that presentation the Committee adopted the guiding principles as the Master Principles that should inform the proper implementation of development and improvements to the site. Also, the Committee chose to recommend Scenario 5 as depicting the “highest and best” use of the site.

6.1 Next steps

This report now goes before the Mayor of the City of Memphis and City Council for consideration about what decisions must be made on the part of the City regarding leases for Libertyland and the Mid-South Fair.

An honest assessment must be made of the investment required to maintain the Mid-South Coliseum as an accessible and sustainable venue, and determine if it is prudent to do so.

If Libertyland is to be permanently closed, then the disposition of rides will likely be a vocal topic. Likewise, cleanup of the site for other uses is likely an environmental issue.

Replacement facilities for the Fair may be necessary whether it remains on-site or relocates elsewhere, in order to better utilize the areas currently devoted to the annual event.

New development along Central Avenue would require the relocation of the Track & Field and Fairview Jr. High School (perhaps elsewhere on-site) depending on the intentions of the Memphis City Schools, and so funding of new facilities would be required.

A commitment must be made from the City and all users regarding the building of the common festival green park that will serve as the public center of the site. Also, a strategy for peak parking demand must be put in place for football games, the Fair and other festivals.

All of these issues will have an impact on the eventual Master Plan for the site. At this time there are many open issues that need to be addressed, and so it is hoped that they be discussed in an open, public forum and that the decisions made by the community are incorporated into a new Master Plan for the whole site. From that Master Plan an entity should be charged with the implementation and coordination of the plan.

With the rigorous and honest pursuit of the principles and ideas outlined in this document, the design team believes that Memphis shall regain an important asset in the center of our fair city, a reinvigorated Fairgrounds area that is a positive part of the neighborhood as well as the whole of the City.

Appendices

Appendix A: Historical Timeline of Development

The following give a brief outline of historic events as they pertain to the Mid-South Fairgrounds from its creation through to the present time.

1897 – City purchases plantation land and turns it into Montgomery Park (as the fairgrounds were known back then), which consists of a wooden grandstand and a newly constructed steel structure. The Park served as a social events and horse racing venue with a mile long racing track. Near the entrance to the park was situated the Memphis Jockey Club building. The park was later converted to fairgrounds after racing was discontinued with the club building being converted to the headquarters of the City Recreational Department.

1912 – City purchases land for fairgrounds. Fairgrounds planned as part of City Beautiful Movement.

1917 – Workmen construct first wooden roller coaster ride called Pippin in East End Park across from Overton Park. The Pippin was then moved to Montgomery Park after East End was sold for development. It is planned that this ride will remain when Liberty land is born.

1922 – Shelby County building opened.

1923 – Agricultural building opened. The building was first moved to the Fairgrounds site in 1921 after being built as a temporary storage hangar for airplanes in World War I.

1930 – Fairgrounds Casino built.

1944 – City turns over operation of park to the Park Commission until its later transferal in 1974 to Mid-South Fair Inc.

1945 – City spends \$3000 to brace up the old and failing grandstand for the approaching Le Bonheur Horse Show.

1946 – Post-war conversion of Memphis Fairgrounds Amusement Park initiated. New infrastructure lines and new games, rides, new facades for relocated structures and general grading work make up the planned changes. New fair grounds is to be patterned after Canadian National Exposition in Toronto.

1950 – The Old Jockey Club is torn down.

1960 – Year round fair grounds proposed.

1962 – High School stadium built.

1963 – Request placed by City building Inspector for demolition of both the Casino and Agriculture buildings.

1963 – City Commission takes bids for baseball field (Mid South Coliseum).

1964 – Mid South Coliseum opens its doors.

1965 – Memorial Stadium opened.

1971 – Disneyland type theme park (Liberty land) considered for fairgrounds.

1972 – Futuristic monorail proposed for fairgrounds in time for fair in September to convey visitors from the parking areas. The monorail will also connect the coliseum, the Tim McCarver baseball stadium and Memorial Stadium.

1973 – Plans for theme park to be scaled back in favor of smaller entertainment center slated to operate 6 months of a year. Under this plan, parking is to be shared by the fairgrounds and the National Guard Armory at Hollywood and Central Avenue. The football field and existing swimming pool is to be relocated under the new plan.

1974 – Demolition work begins to clear amusement park for Liberty land.

1976 – Liberty land opens. Everything torn down except the historic roller coaster, carousel and gate office.

2003 – Shelby County building burns to the ground.





Racetrack at Montgomery Park



Crowd at 1917 Fair



Aerial view of Fairgrounds



Zippin Pippin Roller coaster



Ford Trucks on Display 1933



Horse race at Race Track

Appendix B: List of Attendees to Design Workshop

Tenants

Memphis Parks Services Division / Liberty Bowl – Wrensey Gill, Terry Norman
Mid-South Coliseum – Steve Fox
Mid-South fair/ Libertyland – Ron Hardin, Cindy Childress, Steve Sullivan, Belinda Anderson
Children’s Museum of Memphis – Cliff Drake, Judy Caldwell
Building Design and Construction – Mel Scheuerman

Sub-Committee Members

Cato Johnson, Chair
Martin Edwards Jr., Vice-Chair
David Cox
Willie Gregory
Yvonne Leander
Kathy Cowan
Bob Fouche

Design Team Members

Frank Ricks, FAIA
Steve Auterman
Scott Henninger
Nadeene Anti
John Van Fossen
Victor Buchholz

Politicians

Councilperson Carol Chumney

Public Agencies

MATA – Tom Fox
Landmarks Commission – Nancy Jane Baker
Center City Commission – Andy Kitsinger
City of Memphis Engineering Department – Richard Merrill
Memphis Light Gas & Water – Brent Haywood, Criss Williams

Others

Cooper Young Development Corporation – Mora Sutton, Steve Lockwood, Ellen Eubank and Susan Roakes
Emily Bishop
Cooper Young Business Association – Michele Johnson
Cooper Young Community Association – Edmund Mackey, Debbie Sowell, Justin Hill
Possum Town Properties – Peter Imes
Orange Mound Development Corporation – Michael Saine

Orange Mound Civic Organization – James Bolton
Edwin Circle Association – Nellie McElhoe, Alan Stricklin, Jim
Dobbins, Erica McMillan, Janet McGraw, Harold Herrington,
James Miller, Diana Davis, Pat Turns, Bethany Corey, Joe
Williams, Tommy Davis, Cathie Turns
Midsouth Minority Business Council – Luke Yancey
Commercial Advisors – Darrell Cobbins
Orange Mound Civic Organization – James Bolton, Roshun
Austin
The Bruneau Academy – Ludovic Bruneau

Stakeholders invited who did not attend the design workshop

Pete Aviotti
Robert Lipscomb
Councilperson Joe Brown
Councilperson Rickey Peete
Councilperson Edmund Ford
Councilperson Tom Marshall (met with separately)
Councilperson Scott McCormick
Mayor Dr. Willie W. Herenton
Mayor A.C. Wharton Jr.
Councilperson Janet Hooks
Senator Steve Cohen
Councilperson Barbara Holt
Fire Department
City of Memphis Schools Representative
Office of Planning and Development – Rick Copeland
Memphis Regional Chamber – Marc Jordan
Police Traffic Engineering
Center City Commission- Andy Kitsinger
Parking Authority
Beltline Civic Club – Bertina Conway
Opportunity Foundation Inc. – Cedric Noel
Lundee Neighborhood Watch – Geraldine Bean
31st Ward Civic Club – Elizabeth Harris
Central Gardens Area Association – Libby Pritchard
Christian Brothers University – Nick Sulley
Glenview Development Partners – Earlice Taylor
Crichton College – Scott Fleming
Kroc/ Salvation Army – Ritchie Smith ASLA , Steve Nelson
Shelby County Commission – Marilyn Loeffel
Department Head – Fairview Administration Annex

Appendix C: Feedback from Stakeholders' Meetings

Outlined below is a summary of comments as given by attendees to stakeholder meetings for the two-day design workshop.

Current Users: August 2, 2005, 10:30 – 12:00 pm
ADA compliance is an issue for entire site.

Children's Museum of Memphis

15 years

36,000 square feet + unconditioned storage

Recent expansion: 2002-03 (16,000 square feet). No more expansions anticipated in the near future. Building owned by the City of Memphis

Museum would like to have more visible signage for their museum – possibly along East Parkway.

Need more parking (in synchronization with other events).

There are problems with visitors to other attractions parking in their lot

Car break-ins leave visitors feeling hesitant about returning to visit

Heavy Traffic (especially with football games) – police prevent people from reaching the entrance.

Supervision is #1 priority

A need for overflow parking

+Possibility of college campus facilities on site

+Neighborhood (residential) with retail & office

+Recreational Park a possibility

+More corporate events OK

+City's finances? Ability to keep up facilities?

+Children's Museum Of Memphis and other complexes involve children (security and supervision)

+Walgreen's site across corner pay phone; site is a security threat

+Fairgrounds functions are too separate and individual, no synergy with other users

Mid-South Fair

Has been on site for 100+ years

Neighborhood residents park cars during fair- make money

Working on a lease with City – right now there is no lease

Youth programs and Livestock programs nationally recognized

Youth Talent Program 40-50 years; draws participants from around the country. Youth Board (volunteers)

During the fair, Mid-South Coliseum is in use 7 of 10 days, vital to fair

- \$22 million put back into economy
- East Parkway a historic area
- Coca-Cola
- Like sharing with University of Memphis on game day
- 800 volunteers
- \$5 million budget
- +Would like to expand midway
- +Ideally 150 acres for Fair, 150 acres for parking (but current size of 145 acres has been adequate)
- +Replace Shelby County Building
- +Would like to remain on site, but grounds need care
 - MLGW poles, transformers
 - Need more power
 - Cleaner water
 - Sewer
- +Redevelopment in neighborhoods
- +Repaving
- +New exhibit building
- +4 more restrooms needed (permanent)
- +Trolley access
- +Area for trailer park (250 trailers)
- +New lighting
- +Redo livestock building and flea market = multipurpose buildings
- +Site egress issues
- +Safety and perception of safety a huge issue both on grounds and in neighborhoods

Libertyland

- 240,000 people seasonal attendance
- 300 employees, 85% under the age of 18
- No financial assistance
- Important influence on teens in the community (provides jobs).
- Would like to expand, but landlocked & no lease
- Must control and man 2 lots
- \$4-5 million budget – losing money

Mid-South Coliseum

- First integrated public building in the South – 1961
- Jointly owned by City (60%) and County (40%)
- Partially funded by city but not county
- 70% funds raised by activities, 30% by city
- Served as entertainment capital of Mid-South until Pyramid
- Year round activities
- 80 dates set for events this upcoming year
- 40-45 more anticipated to be scheduled

Used reserves for renovation in 2000 (seating and parking lot)
Under competitive clause with Memphis Grizzlies
Completely paid for
Functionally sound
AC issues/problems
Security concerns
Parking Concerns (~1300 spaces)
Compliments other venues in the area
Feels that design concerning the grounds MUST extend into the community
Feels that the biggest mistake would be for the Fair to leave the fairgrounds
Crichton College and Lemoyne-Owen College currently use Coliseum as athletic facility
+Reopen ice plant? (figure skating, hockey, etc.)
+Amateur sports complex

Liberty Bowl

City has problems for maintaining grounds
Mid-South Fair and Libertyland leases pending
Next 5 years – \$30 million in improvements that will extend Liberty Bowl life 30 years
+Improving lots and buildings
+Move wiring and electrical underground
+Wrought iron fencing around grounds

Current Users: General

+Want a unity in the site among users besides the property
+Improve sense of security and perception of quality of neighborhood
+Need someone to take ownership and responsibility, bring stability to entire site, someone to have power to deal with all of the users
+Want the facilities to pull volunteer organizations from all over the city
+Amphitheater
+Want there to be activity year-round on the fairgrounds, not only major events

Public Agencies: August 2, 2005, 1:30 – 3:00 pm

MLG&W

Some issues inside boundaries, but no real capacity restrictions
Main electrical corridor follows Early Maxwell Blvd, circuit turns before Southern
Electrical can be taken underground, but it is expensive

MATA

Could run along East Pkwy inside tree line – Alt. IA
Downtown to airport possible connection, comes by Fairgrounds
Light rail
Long range plan – railways along Southern Avenue.
Can run bus shuttles for vents on Fairgrounds to help with parking situation

Traffic

Sewer pump between Coliseum and railroad
Prefer new detention areas (in all cases)
Central Traffic Count ~30,000-35,000 cars
Crossing at Young is most desirable
Also Evelyn on Events Days
Center City Commission: Bring Public Property to East and South Parkways

Historic Preservation

Fairview Junior High School and Liberty Bowl currently listed
Eligible properties:
Fire Station (currently serves storage for the Pink Palace)
Zippin Pippin (Libertyland)
Carousel (Libertyland)
Could pivot locations on both attractions (have been moved in the past)
Armory – not much desire
Fairview High School – good Art Deco interior, perhaps school will be sold
Coliseum is the first integrated public building in the South (1961)
Entry gates, good to keep as an entry feature, maybe move?

Center City Commission

Center City Commission Revenue boundaries are inside parkways, CCRFC includes Fairgrounds, could be catalytic project

Community and CDCs: August 2, 2005, 3:30 – 5:00 pm

Cons about site as it currently functions:
Traffic during events, especially multiple events simultaneously
Edwin Circle, visitors to site park on street (Fair & Game day) blocking room for emergency vehicles and residents to get to homes.
Overall, very poor facility maintenance (fences, buildings, parking lots, garbage, leaning power lines)
Perception of the safety (or lack of safety) of the area

Only occasional use of grounds for events
Lack of ownership/responsibility taken for site
Bad overall design
Need more consistent streetscape (Parkway & Christian Brothers University)
Crime increases with events (and sizes of events)
Beltline neighborhood
Southern Avenue and Coca-Cola

Possible Suggestions for use of the site

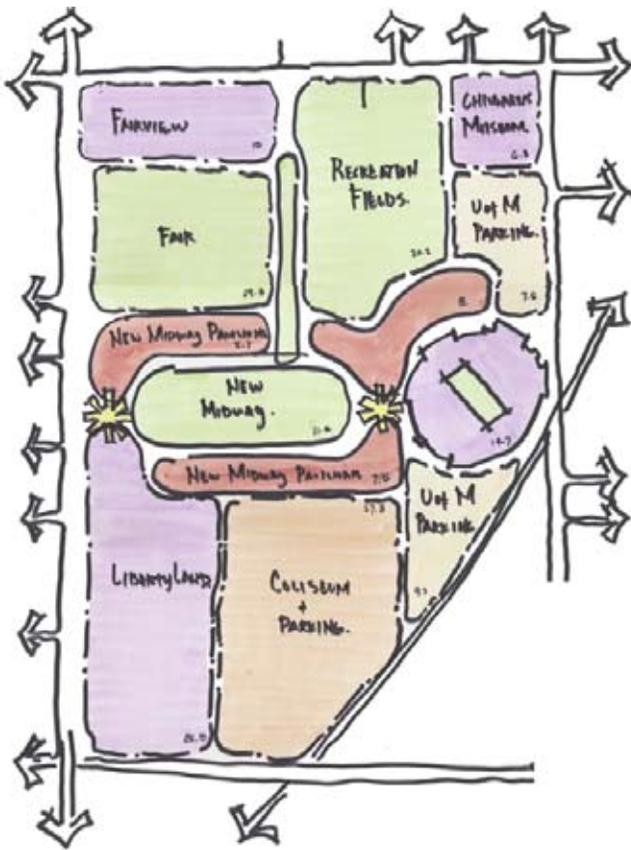
- +Recreational center with Skate Park, pool, programs, camps, etc.?
- +Public use of property
- +Libertyland – grows or goes away
- +Daily Public Use, fit in with current uses
- +Amphitheater
- +Farmer's market
- +Small scale retail to support facilities, uses
- +Festival Use (maintenance would be an issue) for Arts in the Park, Cooper-Young Festival, Italian Festival. Would give various festivals room to expand
- +Liberty Bowl and U of M Alumni Connection
- +No new residential wanted
- +Move the Mid-South Fair and Flea Market
- +One attendee mentioned PPS (Project for Public Spaces), www.pps.org
- +Kerr Tigrett for a facility housing recreation fields operated by Sports for Memphians (SFM)
- +Kroc Salvation Army Center with recreation facilities aimed at inner city disadvantaged youth
- +Crichton College new campus
- +Donald Jones proposing Tiger Park



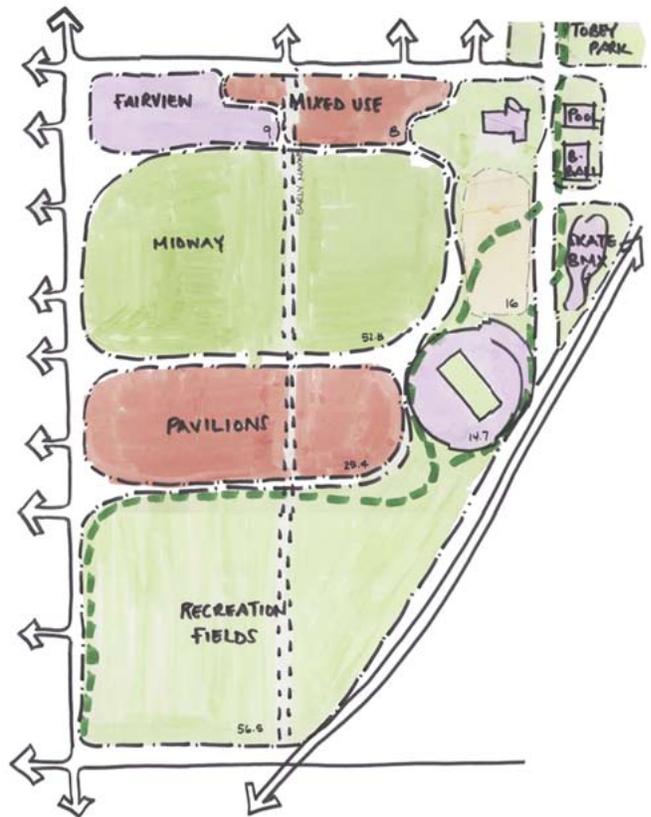
Photos showing work sessions in progress

Appendix D: Testing Ideas

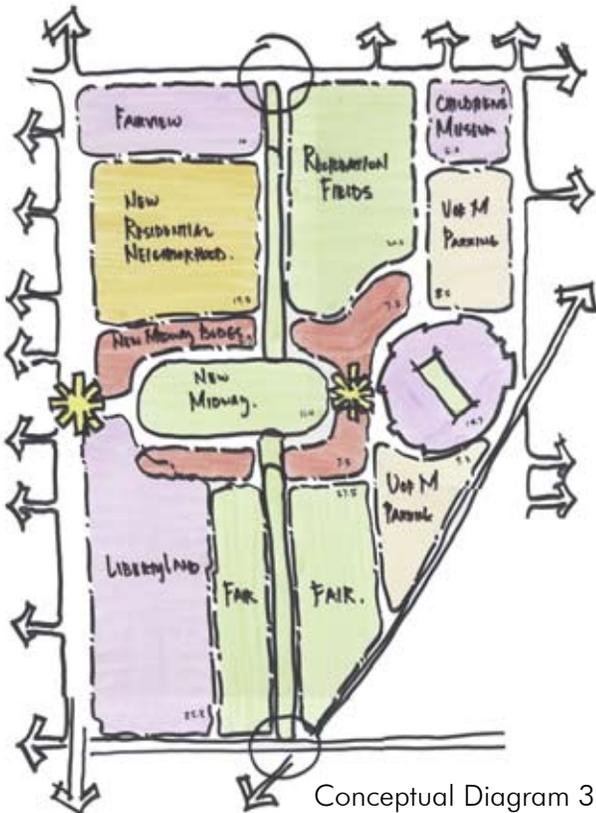
The following pages depict existing and potential land use concept diagrams for the site. These diagrams explore the potential for land uses ranging from public uses in the form of recreation fields and park spaces to private residential use. These ideas incorporate redevelopment ideas as put forward by concerned citizens, organizations, the design team and the supervisory committee.



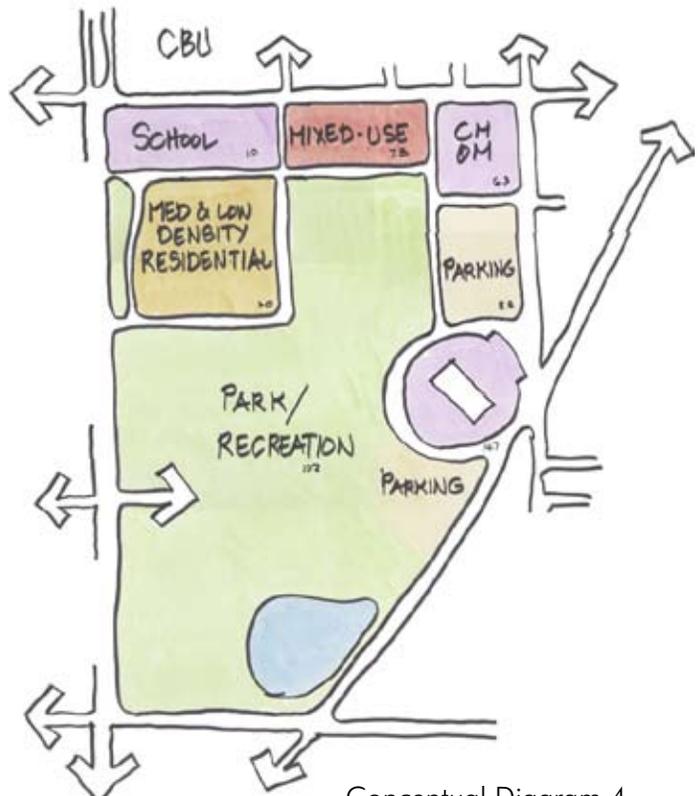
Conceptual Diagram 1



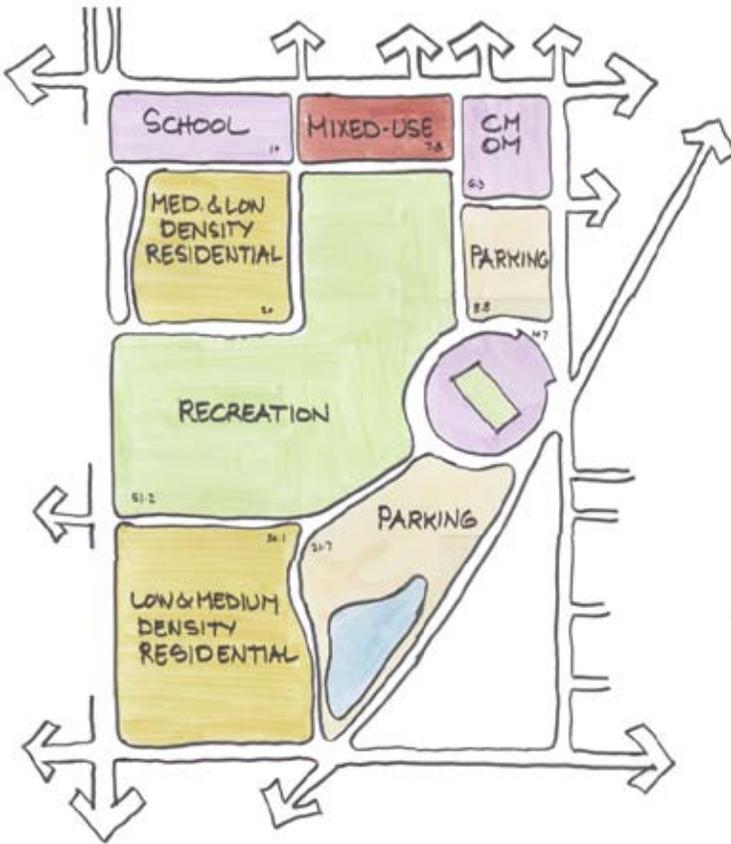
Conceptual Diagram 2



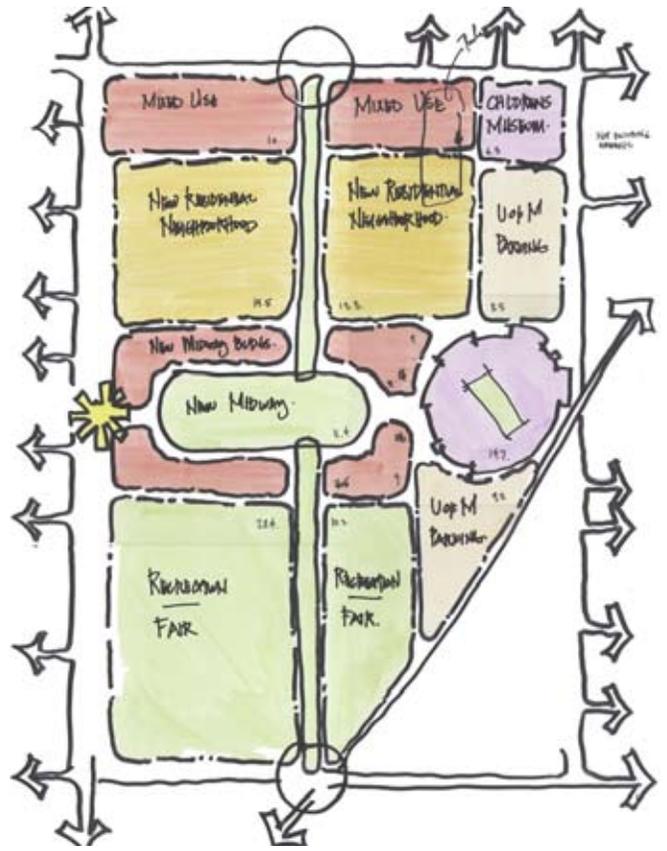
Conceptual Diagram 3



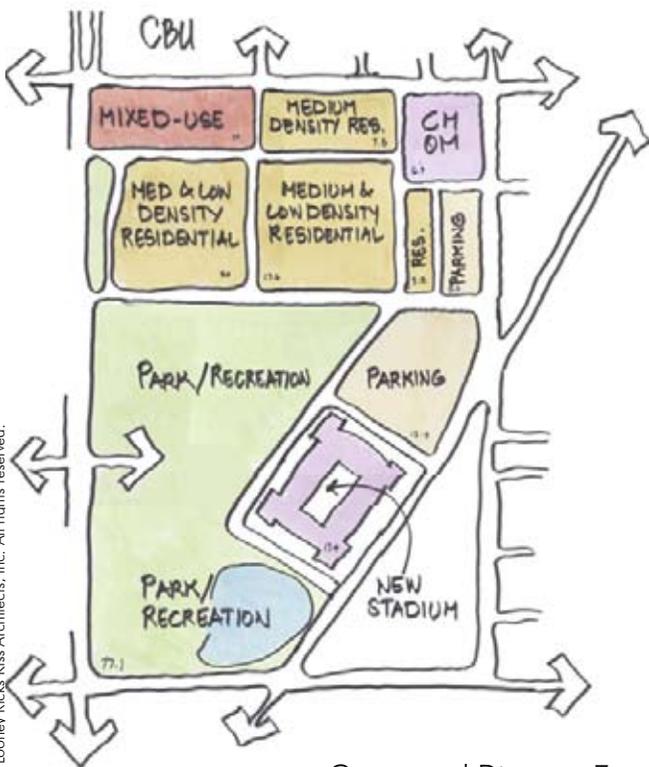
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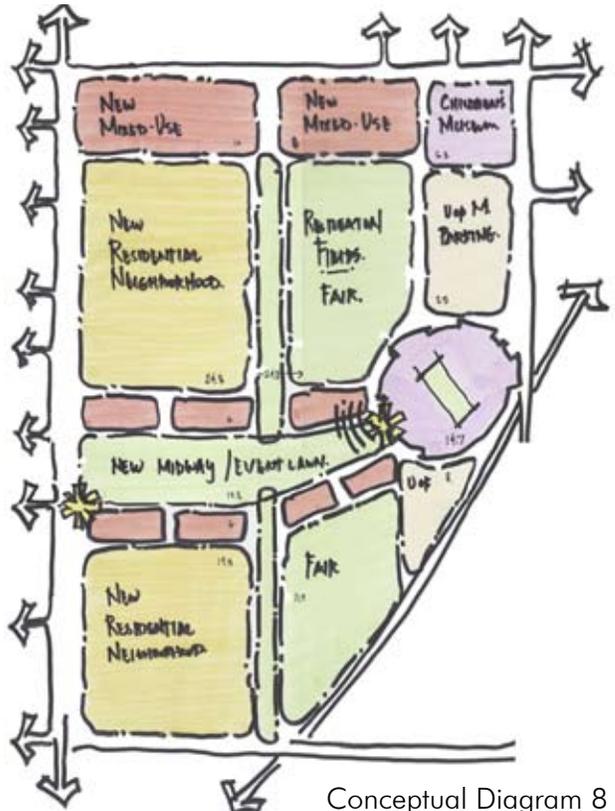
Conceptual Diagram 5



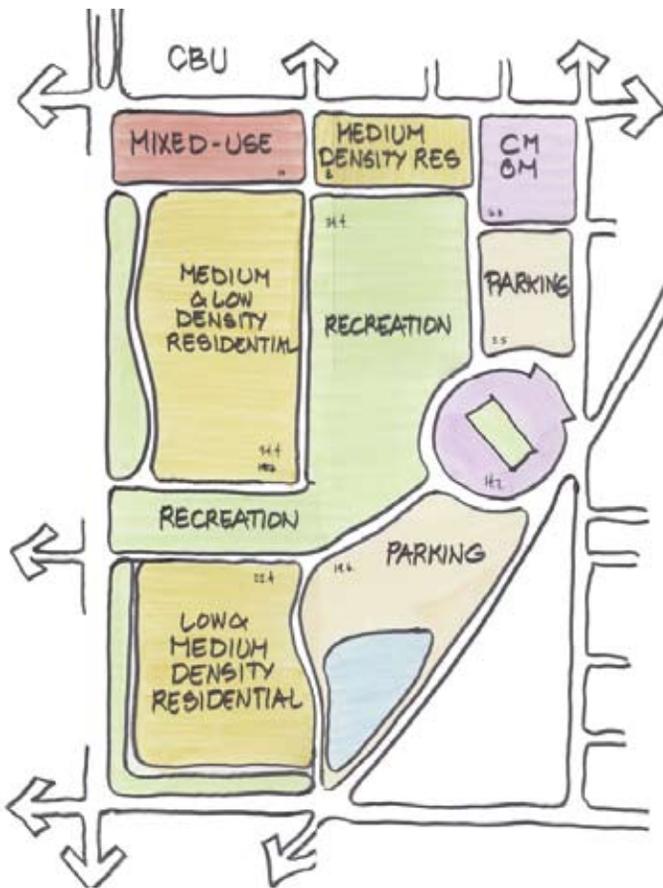
Conceptual Diagram 6



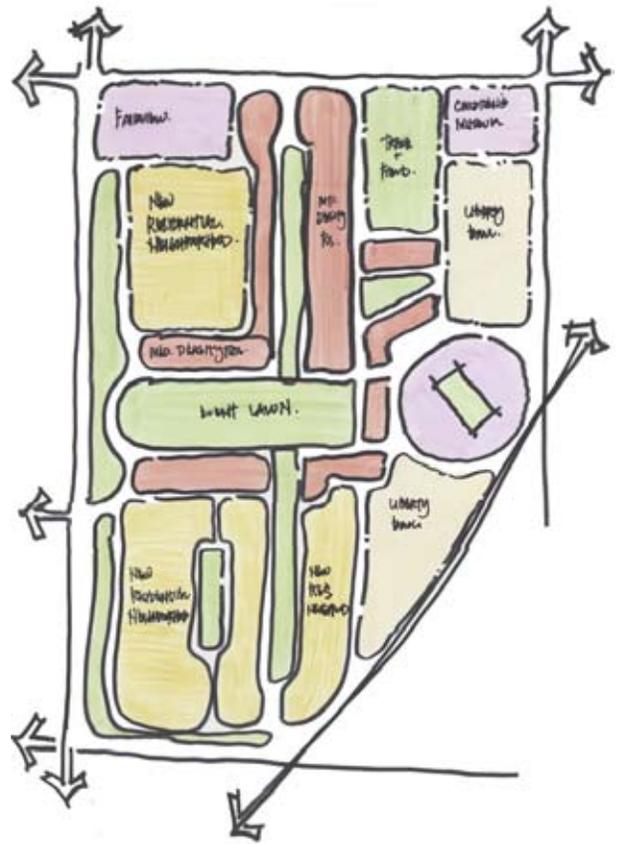
Conceptual Diagram 7



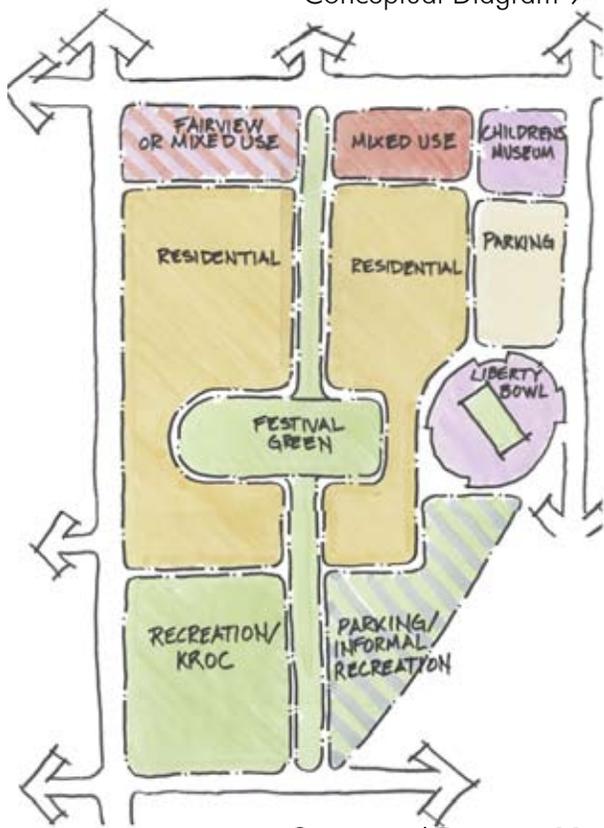
Conceptual Diagram 8



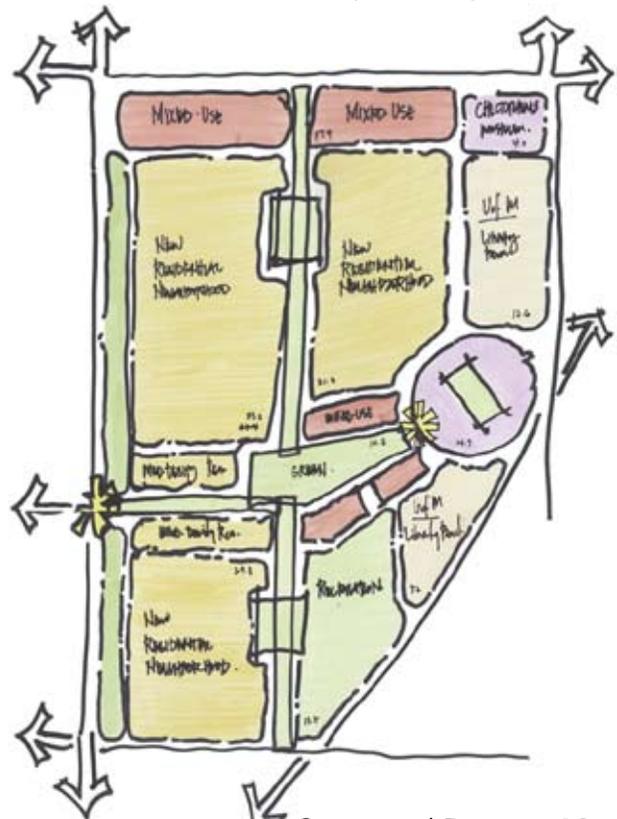
Conceptual Diagram 9



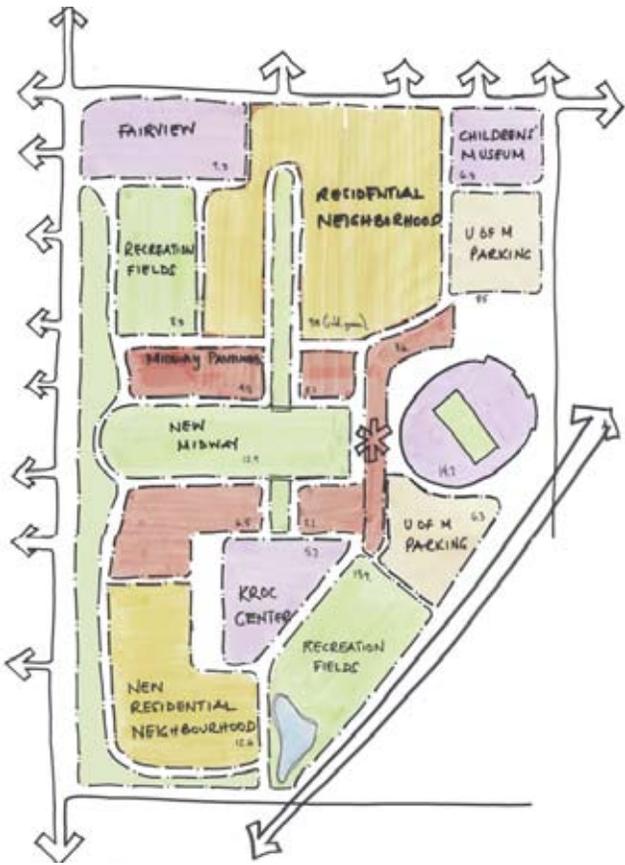
Conceptual Diagram 10



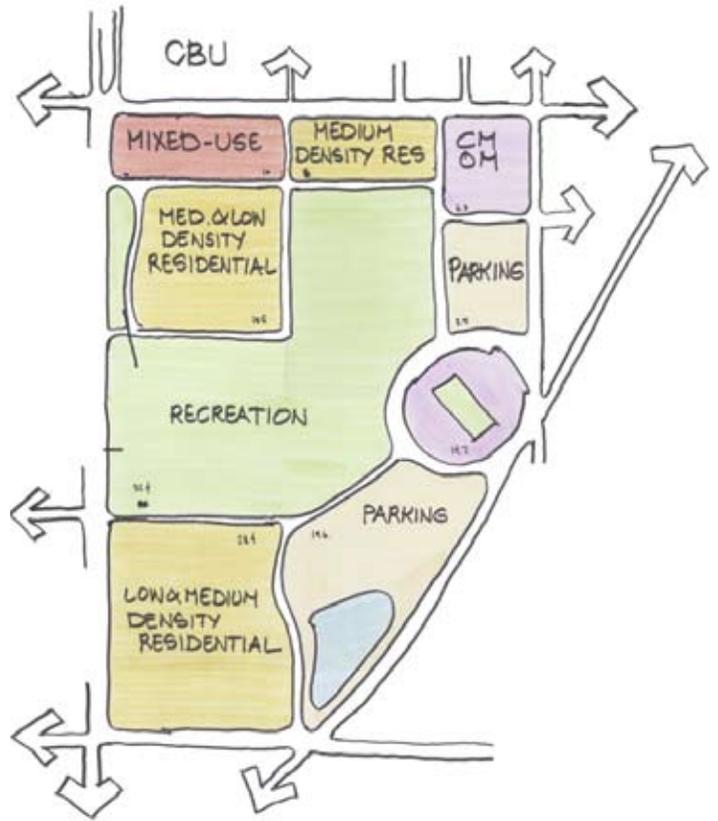
Conceptual Diagram 11



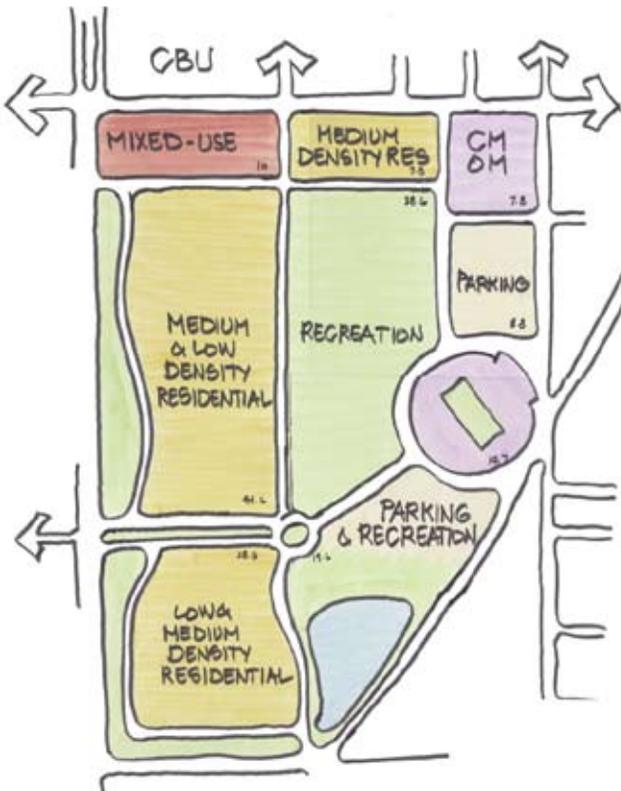
Conceptual Diagram 12



Conceptual Diagram 13



Conceptual Diagram 14



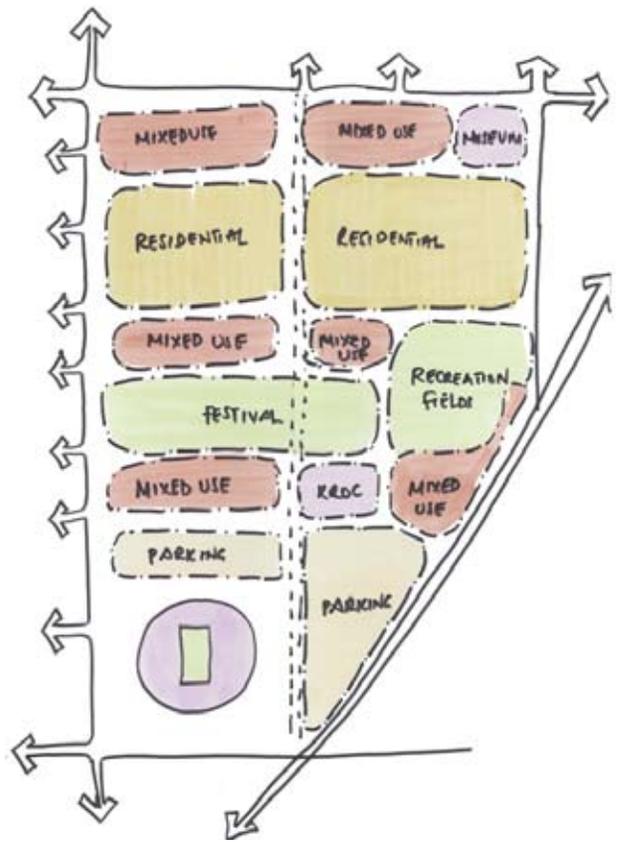
Conceptual Diagram 15



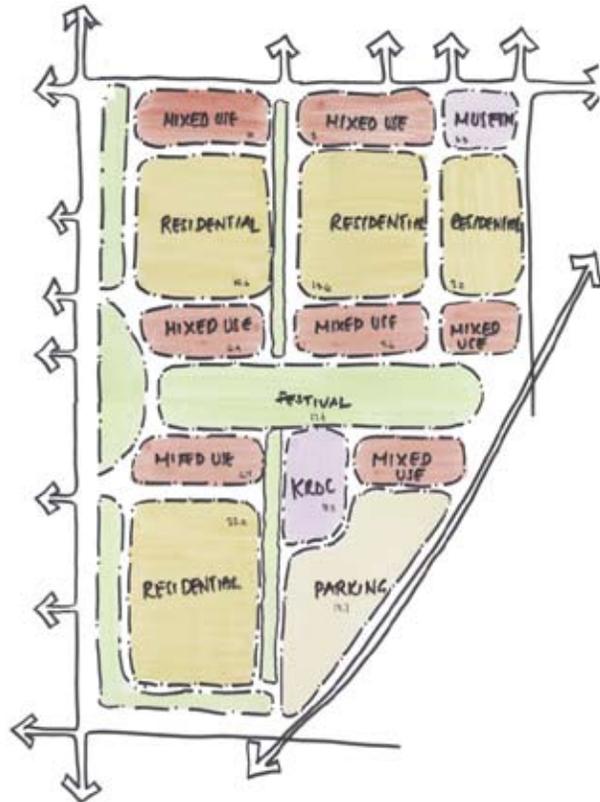
Conceptual Diagram 16



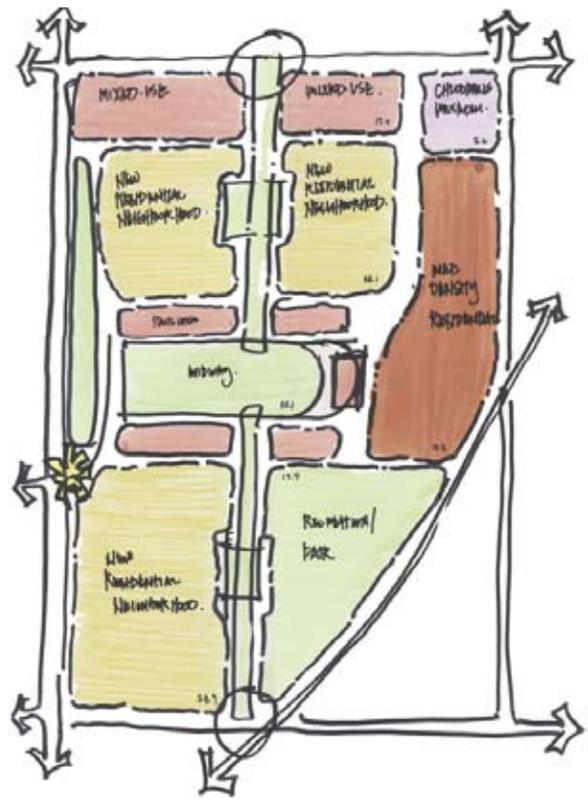
Conceptual Diagram 17



Conceptual Diagram 18



Conceptual Diagram 19



Conceptual Diagram 20



Conceptual Plan 1



Conceptual Plan 2



Conceptual Plan 3



Conceptual Plan 4

Appendix E: Feedback from Neighborhood Meeting

On December 13, 2005, a public meeting was organized by the Cooper Young Community Association at the Fairview Junior High School, where the Redevelopment Committee and Looney Ricks Kiss Architects presented findings from the redevelopment study to the public. Comments and feedback were taken and compiled by Susan Roakes of the University of Memphis and the Cooper Young Community Association, and are attached.

The Cooper-Young Community Association held a general meeting in the cafeteria at Fairview Jr. High School on December 13, 2005. The purpose of the meeting was to exchange ideas about re-use of the Mid-South Fairgrounds.

The CYCA invited the Fairgrounds Re-Use Committee to present the recommendation they will make to the Memphis and Shelby County Mayors in January. Notices of the meeting had been distributed to the CYCA members (via email), the Edwin Circle, Beltline, Orange Mound, Central Gardens, Glenview, and Annesdale Rozelle Neighborhood Associations (via telephone), families of the students and teachers and staff at Fairview Jr. High (printed notices), an article in the *LampLighter*, and several outdoor signs. Ninety-four (94) people participated in the meeting.

Edmund Mackey, President of the CYCA Board, began the meeting at 5:30 p.m. First, he welcomed all present and thanked Principal Burks for allowing the meeting at Fairview Jr. High. Then he introduced Martin Edwards, Co-Chair of the Fairgrounds Re-Use Committee, and Susan Roakes, Associate Professor at the University of Memphis.

Martin Edwards spoke about the Fairgrounds Re-Use Committee and introduced Frank Ricks and Steve Auterman, architects at Looney Ricks Kiss (LRK).

Steve Auterman presented the Mid-South Fairgrounds Redevelopment Study, prepared by LRK as consultant to the Fairgrounds Re-Use Committee. The presentation included background on the fairgrounds site, guiding principals for re-use of the site, which the Re-Use Committee adopted on November 3, 2005 as recommendation to the Memphis and Shelby County Mayors, and six scenarios that LRK had developed for the site.

Following the LRK presentation, Susan Roakes lead the discussion process. First, questions were answered to clarify understanding of the presentation. Next, community members were asked to break-out into issue groups. Each issue group included a CYCA member who recorded participant’s comments on a flipchart. Then, participants were asked to read all of the recorded comments and vote. Each person that signed in received a strip of 7 green dots and a strip of 7 red dots. Green dots showed agreement with the recorded comment. Red dots indicated disagreement with the comment. Participants could distribute their votes among up to 14 recorded comments or concentrate their votes on a few very important issues. While not a scientific process, the voting provides an indication of the strength of community opinion. Recorded comments and the results of the vote are shown below. Comments for each issue group are arranged from most to least agreement. The issue groups are arranged alphabetically.

Edmund Mackey closed the meeting at 7:45 p.m. and thanked all who had participated.

	Issue	Comment	# green dots	# red dots
1	Community Impact	Underground Utilities	21	1
2	Community Impact	Litter Control	11	0
3	Community Impact	Neighborhood Security	11	0
4	Community Impact	Effective Traffic Control	4	0
5	Community Impact	Noise, Light, Curfew	2	0
6	Community Impact	Football Game Traffic Control	2	0
7	Community Impact	Adequate Parking	2	0
8	Fairview Jr. High	Having a school on the property is an asset	16	0
9	Fairview Jr. High	Upgrade and expand	6	0
10	Fairview Jr. High	If existing building demolished, build new building on fairgrounds property	6	0

	Issue	Comment	# green dots	# red dots
11	Fairview Jr. High	If new school, would like the new school to have the same architecture	3	0
12	Fairview Jr. High	Condos reuse	9	6
13	Fairview Jr. High	Where should the Jr. High school go?	2	0
14	Fairview Jr. High	Doesn't make sense to build a new building when reuse is wise smart and economical	1	0
15	Fairview Jr. High	Feasibilities for seismic upgrades?	1	0
16	Fairview Jr. High	Optional program such as pre-engineering and health sciences	0	0
17	Fairview Jr. High	Fairview is as public and important a use of land, building, and resources as there is. We should be supporting its resurrection more vociferously than a play ground/theme park. I say re-invest: rehab, re-make, re-staff, and make it a full flagship jr. and high school, connect it with CBC, the neighborhoods, and let it mean something in its premiere location.	0	0
18	Fairview Jr. High	Turn into a High School	3	9
19	Fairview Jr. High	New building	0	7
20	Liberty Land	Please keep the historic wonderful area for the children	13	2
21	Liberty Land	Restore, expand, revitalize liberty land	13	4
22	Liberty Land	Save carousel and Zippen Pippin	9	0
23	Liberty Land	Move carousel to Children's Museum	12	4
24	Liberty Land	Concerned with mayors input	7	0
25	Liberty Land	Retain Liberty Land	31	27
26	Liberty Land	Incorporate a "navy pier" Chicago style use for Liberty Land	6	2
27	Liberty Land	Make it more usable (kids use once a year only)	3	1
28	Liberty Land	Needs expansion	2	1
29	Liberty Land	It's our community, what does he know?	1	0
30	Liberty Land	Let Libertyland go. If we want kid's rides and attractions, build them into the entire park. Maybe re-think and keep parts of Libertyland for a ride or two. But no admission prices and high upkeep, low turnout package of dated offerings. Maybe put some items over at the CMOM or scatter them around. We can keep the memories, and douse the outdated, and do a whole lot better with activities for kids and adults.	0	0
31	Liberty Land	Needs a new name	0	3
32	Liberty Land	Close liberty land	3	30
33	Mid South Fair	Needs to stay in Memphis city limits	1	2
34	Mid South Fair	Send to Shelby Farms	6	8
35	Mid South Fair	Add a water park, big or little	2	6
36	Mid South Fair	Keep the Mid-South Fair here	8	17
37	Principles	Parking plan, less asphalt, dual uses (green and parking on same surface)	11	0
38	Principles	Move main entrance to Fairgrounds to Young	9	1
39	Principles	More regular uses all year long	6	0
40	Principles	Use what you have first, be thrifty and smart with existing buildings	3	2
41	Principles	Connect with the neighborhoods. I fully favor a more prominent entrance at the head of Young (wide enough and inviting enough to encourage walking traffic). Similar entrances should be developed on all four sides to encourage neighborhood use. Even on Southern, a small field or picnic area may become a hidden corner gem of a well-planned public park. In this way, developments at Liberty Park (has anyone tried to re-name the place? The Kroc Pot, The Fair Grounds) would turn to improve activities on Hollywood, Central, etc.	0	0

	Issue	Comment	# green dots	# red dots
42	Principles	Consolidate power. Try to have owners/operators/managers make good, long term, community-based, global decisions about use and future of the area. The fragmentation of interests may be the biggest reason for the general appearance, condition, unplanned development, and demise of the current space.	0	0
43	Private Uses	Private uses should be mixed-use	14	1
44	Private Uses	Pedestrian friendly	9	0
45	Private Uses	Incorporate mixed-use zoning	9	2
46	Private Uses	College friendly uses on central	5	0
47	Private Uses	Paths or bike corridors	5	0
48	Private Uses	Foster urban feel	3	0
49	Private Uses	I think we should keep most private uses outside the space. I like the mixed use idea (very midtown, which does have some of these spaces). Planners, investors, and politicians should facilitate these conversions and look for resources and incentives to make them happen, with the location of the Park as a plus. I like the idea of a hotel, restaurants, or shops serving the area, but I am not sure that I want to cede public land for private interest. The exception to this is where mixed use and compatibility of the private use complements and inspires other acceptable developments.	0	0
50	Private Uses	Recruit corporate HQ or technology corridor	2	13
51	Private Uses	Incorporate affordable housing	1	22
52	Retail	Expand "midtown feel" 2-3 story along corridors with housing above	16	0
53	Retail	Do not eliminate any existing residential	7	0
54	Retail	In moderation, separate from residential	4	9
55	Other Comments	I like the green corridor idea	28	0
56	Other Comments	Incorporate trees	10	0
57	Other Comments	Rebuild the Shelby county buildings. It was the only structure on the fairgrounds that looked like anything.	8	1
58	Other Comments	Insist on flexible MATA scheduling for fairgrounds events	1	0
59	Other Comments	Required ADA renovations to the Coliseum can be mitigated by SHPO due to its being on the national register of historic buildings, therefore retain the Coliseum.	4	4
60	Other Comments	Big Mistake	0	0
61	Other Comments	Better description and public education on the details of the lightrail concept	0	0
62	Other Comments	Make the space beautiful and useable all year long. Bury the utilities; consolidate parking, green all around. Make use of the size to create bike paths, walking paths, and beautiful spaces to stop, to stare, to ponder. Take a slice of Central Park or Forest Park in St. Louis. From my study of the history of the area, it was the place that Memphians went to play. Beyond race tracks, there were ballrooms, theatres, concerts, fishing/skating ponds, walking paths, and more. Let's aim in that direction.	0	0
63	Other Comments	Design the green space, day use, and grand promenade and then see if you can fit the fair into it (or they want to still use it with new rules of how they will use it. It is backwards to think of planning a public space (a large prominent, valuable public space) for use two weeks each year—and then let it sit empty most other times.	0	0
64	Other Comments	Lightrail should not run down east parkway because it is national historic district	0	1
65	Other Comments	Lightrail should only follow extremely successful bus routes	4	9
66	Other Comments	Lightrail tracks on Cooper St and Young or East Parkway.	6	50
		Total Comments	288	136